

477 Q

CHEMIST & DRUGGIST

newsweekly for pharmacy

Haliborange Tablets

Trade-Mark

“Winter Sunshine” campaign

has

**MORE OF EVERYTHING
- for you!**

- For the first time, full-colour advertising in women's magazines and mass circulation weeklies
- Big space national press coverage
- High-impact colour TV
- Full 33½% margin PLUS bonus

The most exciting-ever Haliborange Tablets campaign can be seen by 50% more people than any previous Haliborange campaign. Starting week ending October 2, it runs through to December 4, then from January 8 to March 11. *With impact all the way.* And lots of sunshine-bright colour – in the magazines ... and on TV where a family-appeal 30-second commercial will appear on average 14 times on 14 ITV stations between October 4-30, reaching 80% of all housewives in ITV homes.

Don't let *your* customers go without their 'winter sunshine' Haliborange. Order now – and remember you get a handsome extra profit with Haliborange Bonus Parcels.

**More people will see more Haliborange advertising
selling more for you than ever before.**

**COUGHS
AND COLDS
SPECIAL SECTION**

**US opens way
to uniform
drug quality**

**Microbial
contamination
dangers**

**Glaxo's new
£8m penicillin
factory**

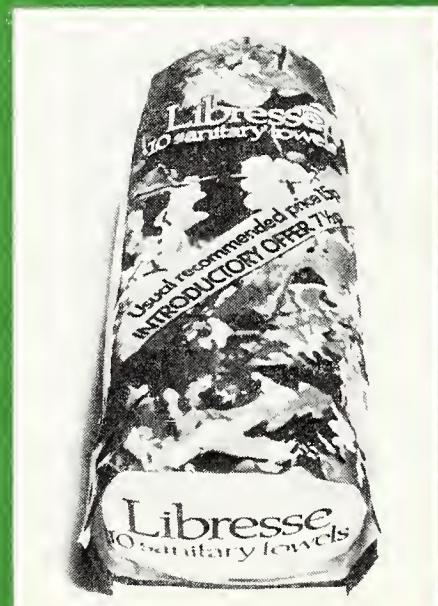


First...
we've made this revolutionary
new sanitary towel, Libresse.

Next...
we're spending more on advertising
than all our competitors combined.*

More...
we're launching it with
an amazing half-price offer.

And...
we're giving you
double normal trade margins.⁺



No wonder Libresse is going to be your biggest selling sanitary towel!

Everything is better about Libresse

More comfortable—half the usual thickness, yet equally absorbent.

More discreet—almost invisible to wear.

More convenient—needs no belt or special briefs.

And it's completely disposable.

More attractively packed—in a pretty polythene drawstring bag.

Already Sweden's leading brand

New Libresse has been developed by one of Sweden's largest companies, SCA—a multimillion pound international group with 12,000 employees in Sweden alone.

Already Sweden's leading brand, Libresse has so many advantages that it will fast take a major slice of the British market—worth £13 million in sales, £4½ million in profits. Be in on its success from the beginning!

Biggest advertising campaign

4 out of 5 women will see *full colour, double page ads* for Libresse over and over again. The powerful schedule, planned in conjunction with IPC Magazines Ltd will feature Woman, Woman's Own, Nova, Honey, 19, True Magazine, Petticoat, Fabulous, Mirabelle, Valentine and others. Advertising starts on 11th October and continues throughout 1972.

*With almost £200,000 behind it, Libresse is easily spending more than *all* other sanitary towels did in 1970.

Frank ads reveal all women want to know.

Half-price launch offer

Display outers will offer our new towel at only 7½p, instead of the usual recommended price of 15p. There's a complete range of supporting display material too.

Display them both to make sure your customers try new Libresse. Establish this profitable new line now as repeat sales are certain.

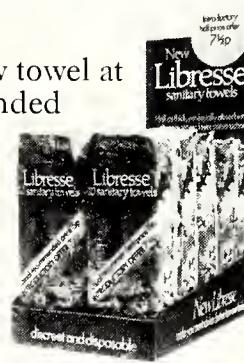
Generous introductory terms

+With our exciting launch offer you will make double your normal trade margin. You will continue by making at least twice the profit per sq. foot of other sanitary towels because Libresse is half the size of conventional brands.

Ask our lady representative for details—she will be calling soon. Or post this coupon now.



Ordinary Towel New Libresse



To: Sancella Limited, Sancella House, Harpenden, Herts.
Please send me more information about new Libresse sanitary towels.
Name _____
Address _____
CD 2

A member of the
SCA Group of Companies.


when analgesics cause headaches



Customers and potential customers alike often consult us when they run into problems of formulation and analytical techniques. Experience over the years as large-scale manufacturers of such products as Morphine, Pethidine and Codeine usually enables us to offer helpful suggestions. On all these analgesics this service is backed by delivery from stock.



MACFARLAN SMITH LTD

R

Wheatfield Road
Edinburgh 11
Sales Department
Greenford Road
Greenford
Middlesex
Telephone 01-422 3434

CHEMIST & DRUGGIST

113th year of publication Vol. 196 No. 4779

The newsweekly for pharmacy

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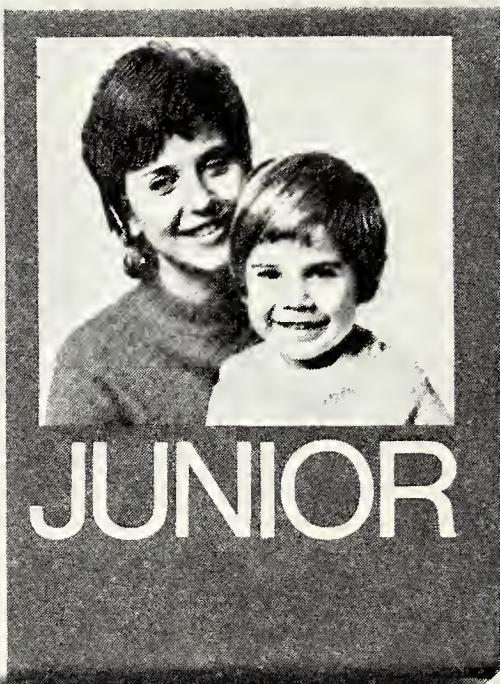
Member Audit Bureau
of Circulations**A Benn Group Journal**

Hot lemon at night for a cold—but for a run-down on the cough and cold market and this winter's product promotions see pp 523-532

New ASPRO Junior

WELLCOME INSTITUTE LIBRARY	
Coll.	WelMOmec
Coll.	
No.	

FOR
HEADACHE
PAIN
COLDS



Big Name!

Now Aspro, the big name that mothers know they can trust, introduces New Aspro Junior - the nice orangey way to chew aches and pains away.

Big Advertising!

A heavyweight advertising campaign in National Magazines will be spreading the word about New Aspro Junior to mothers with young children.

Big Bonus!

Extra 13¾% Profit!

R.S.P.	Standard Wholesale Price per doz.	Profit on Return at Normal Price
10p	77½p + 21½p Purchase Tax	17.5%
12 for 10	Wholesale Price per doz. 64½p + 18p Purchase Tax	Profit on Return at special introductory price 31.25%

The 'C&D' Quarterly Price List

We regret that unexpected problems have further delayed the production of *Chemist & Druggist Quarterly Price List*. We now anticipate dispatch of the lists to be effected at the end of the month.

The difficulties arose as a direct result of our endeavours to ensure even higher standards than we have achieved hitherto. We had planned to institute a new system for producing the December Price List.

However, the changed purchase tax rates, with the attendant resetting, caused us to bring the scheme into operation at an earlier date. The new system, when fully developed, should reduce the time between preparation of copy and printing and so ensure that the list is even more up-to-date than has been possible with previous issues.

Our aim is to make *Chemist & Druggist Quarterly Price List* and the weekly Pricing Service—which has been acclaimed the best of its kind—even better. We ask subscribers to bear with us during the changeover period.

NPU jubilee celebration

The Cardiff branch of the National Pharmaceutical Union is holding a golden jubilee dinner at the Connaught Rooms, Cardiff, on October 28. NPU chairman Mr K. Rutter and director Mr J. Wright will be attending.

Tickets are available from: Mr D. H. Maddock, 1 Deepdale Close, Penylan, Cardiff.

Export records procedure

Under new Customs regulations for the recording of exports due to come into force on October 25, it is essential that a "customs assigned number" be quoted on all relevant shipping documents.

It is, therefore, essential that suppliers indicate in their application for shipping instructions whether they will be clearing customs by quoting their CAN number and/or indicating that they will be responsible for making pre-entry.

Where old shipping instructions forms are used suppliers



Miss Canada, 19-year-old Carol Comisso seen here talking to Dick Jordon of Schick International Inc during her recent visit to London. Schick are one of Miss Canada's sponsors.

Drugs seizure rate doubled last year

The number of drugs seized in 1970 that were referred to the Laboratory of the Government Chemist for identification was almost double that in 1969.

The Government Chemist's annual report states that there are grounds for concern about the growing number of seizures of lysergide (LSD); the largest haul of which comprised more than 4,000 well-made tablets skilfully hidden within a surfboard.

Cannabis is still by far the commonest drug detected, says the report. It was sometimes found in dramatic quantities; 178kg of the resin were hidden in the casing of a ship's funnel and 185kg of the herbal form were concealed in foodstuffs.

are asked to give this information and also furnish the following:

- Classification number in accordance with the Brussels Nomenclature
- Classification description
- Classification quantity and units
- FOB value
- Classification weights
- Statistical code number in accordance with Brussels Nomenclature.

Customs and Excise Notice No 275 gives full details of the requirements.

As in previous years, relatively few importations of amphetamines, opium, heroin and cocaine were submitted.

The report refers to the ingenuity employed in smuggling attempts. A large influx of delicately painted dolls proved to have been constructed from papier-mâché moulded around solid cannabis resin. The report continues, "Sometimes a zealous Customs Officer may be amusingly mistaken, as when a powder seeping from a brassière in unaccompanied luggage was subsequently identified as a degradation product of the plastic filler in the augmented cup."

On metrification, the report anticipates that in nearly all scientific areas the changeover to metric will probably be completed well before the Government-appointed date of the end of 1975.

The Department of Health submitted 570 samples of medicinal products for examination during the year. The manufacturers have now had time to adjust to the tighter assay limits and increased impurity restrictions imposed by the 1968 BP, it is suggested.

That improved standard may

also indirectly reflect the greater attention being paid to the removal of impurities and to the quality control of formulations, required of intending importers or manufacturers by the Committee on Safety of Drugs.

Another find supports the idea that tea-drinking increases the daily intake of fluoride. Six popular brands yielded 0·3-0·4mg of fluoride per cup. (Report of the Government Chemist, 1970. HM stationery office. £1·15.)

Furazolidone: Customs sued

Two pharmaceutical companies are suing the Commissioners of Customs and Excise for aiding and abetting the alleged infringement of the patent for furazolidone, a High Court judge was told on Monday.

Mr Anthony Walton, QC, told Mr Justice Graham that Norwich Pharmacal Co, New York, and Smith, Kline & French Laboratories Ltd, Welwyn Garden City, owners of the patent, had a substantive action against the Crown.

The Commissioners published statistical returns which the companies claimed showed that someone was importing furazolidone which was an infringement of their patent. The companies asked the Crown for information about the importers but the Crown would not provide the identifying documents.

The judge: What is the reason given for non-disclosure?

Mr Walton: Crown privilege and being detrimental to the interests of the Board of Trade.

In the action there was a summons for inspection of documents and the companies were now asking for a date to be fixed for an interlocutory summons to argue the question of discovery in the action. The judge fixed the date, which was agreed, at November 29 for the hearing of the interlocutory summons.

New medicines exempt PT

Two veterinary preparations are newly exempted from purchase tax by the issue on September 27 of Purchase Tax (No 5) Direction 1971. They are mebendazole for use as an anthelmintic in horses (added to Head II of the Schedule) and p-aminobenzenesulphonamide with propoxur and coumaphos (added to Head III).

The entry in Head II relating to "terbutaline" inserted by the last Direction (September 18, p 372) is extended to include terbutaline salts.

Samples scheme to be questioned in Commons

Ortho Pharmaceutical's scheme for sampling Ortho-Novin 1/50 under pharmaceutical supervision (*C&D* August 28, p 249) is the subject of a question put down in the House of Commons by Mr Laurie Pavitt, for answer by the Secretary of State for Social Services.

Mr Pavitt asks whether the scheme contravenes the terms and conditions governing pharmacists and doctors within the National Health Scheme, and if the promotional costs involved are taken into account in the voluntary price regulation scheme.

Implementation of the scheme has been "suspended" by Ortho, pending the outcome of discussions with the Pharmaceutical Society. The Ethical Committee was expected to consider objections at its meeting this week.

Export manager in air crash

Mr Gavin N. Matheson, export manager of Showrax Ltd, Northfleet, Kent, was killed in the BEA Vanguard air crash in Belgium on Saturday. He was 27, single, and had represented the company all over Europe and in other export markets for the past four years. Having responsibilities for the PR activities of the company, Mr Matheson was on his way to Austria and had originally intended travelling on Monday but changed to the ill-fated Saturday flight.

A colleague writes: Mr Matheson made many friends both in the display equipment field and trade Press here and overseas.

Photo' equipment sales up

Manufacturers' deliveries of photographic equipment and sensitised materials in the first quarter of 1971 totalled £42.8m, an increase of 19 per cent when compared with the first quarter of 1970. Exports, at £23.2m were 16 per cent up on the same period of 1970, according to *Business Monitor*.

Deliveries of photographic equipment increased by 24 per cent and of sensitised materials by 16 per cent. Exports in both cases were 16 per cent more than in the corresponding period of 1970.

'Industry' Act explained

The Department of Employment has issued three aids to understanding the Industrial Relations Act. They are:

- A 16-p booklet "The Act Outlined" giving an account in everyday language of the principles and main features of the legislation;
- An 84-p "Guide to the Industrial Relations Act 1971", intended primarily for those concerned with industrial relations;
- An 18-minute 16mm film in colour "The Industrial Relations Act—an Introduction".

The booklet and the guide form part of a developing series of explanatory written material on the legislation. The series will be supplemented as the provisions of the Act are brought into force over the next six months or so.

Both are available free at Employment Exchanges throughout the country.

Copies of a leaflet on "registration" may also be obtained free from Employment Exchanges or from the Office of the Registrar of Trade Unions and Employers' Associations, 215 Euston Road, London NW1 2HU.

The film is also the first in a series, and is intended primarily for the further education-training course-seminar market. It explains the principles and main provisions of the Act with the aid of symbols and diagrammatic illustrations.

The film can be hired or bought from the Central Film Library, Government Building, Bromyard Avenue, Acton, London W3 7JB and its associated libraries.

US aerosol market report

United States aerosol promotion in 1970 totalled about 2,722m units and is expected to reach 2,881m in 1971 and 3,050m in 1972. The personal



Third prizewinner in the Daily Express "Nurse of The Year" competition, Nurse Peta Mullen of York City Hospital tests the adhesion of Saltard Simplicity Colostomy bags when studying the manufacture of medical products at Cuxson, Gerrard & Co Ltd, Oldbury. Dr John Gerrard, chairman of the company (centre) explains the principle of the patent. The company presented awards of £100 and £50 respectively to the runner-up and third placed nurses.

products category rose about 100m units to 1,420m. The latter included 482m deodorants and anti-perspirants and 497m hair care products while medicinals and pharmaceuticals accounted for 65m.

(1971 Aerosol Market Report. Du Pont de Nemours Int SA 78 Route des Acacias CH-1211 Geneva 24, Switzerland.)

Cut in foreign investment

Foreign-owned pharmaceutical firms in India seeking changes in structure or expansion of capacities are now asked to reduce their foreign investment to 60 per cent. This is in accordance with the provisional guidelines laid down by the Foreign Investment Board and in pursuance of Government's policy of progressively increasing Indian participation in the equity capital of foreign companies in India.

It is understood that a foreign company having over 75 per cent foreign investment which sought expansion of its capacity was asked to reduce this investment to 60 per cent. This condition was insisted upon when a fully foreign-owned pharmaceutical firm recently applied for acquisition of another 99 per cent foreign-owned firm operating in India.

Licences are not granted now to foreign firms except for sophisticated drug formulations requiring special technical "know-how."

Enzyme advances reported

Marketing of a range of pure enzymes has started after joint work between W&R Balston Ltd and the National Research Development Corporation.

The catalysing properties of those substances enable specific chemical transformations to be carried out, in the production of pharmaceuticals, which are beyond the scope of conventional chemical processes.

Problems of enzyme stability, after extraction from living cells, have been eased by binding to insoluble supports, such as cellulose.

A number of companies are now investigating the concept of bound enzymes for use in their own processes.

These advances are reported in this year's NRDC report.

Other work is being done on viral insecticides at Oxford University, in conjunction with the NRDC.

Viral pathogens of insects are usually very specific to individual species and could provide a potent means of selective control. They show very low mammalian toxicity.

A three-year programme of research and development on insect tissue culture techniques for the large-scale production of insect viruses is being undertaken. (NRDC 22nd annual report and accounts. 1970-71. HM Stationery Office. £0.45.)

Policeman stole from chemists'

At Hull Quarter Sessions on September 21 a Hull policeman who stole from chemists' shops while on night duty, was sent to prison for 15 months on each of three charges, the sentences to run concurrently.

He was Eric John Wilmot, 34, of 832 Beverley Road, Hull, and he pleaded guilty to three charges of theft involving £82, £50 and £126 and asked for two other offences to be considered.

Mr R. H. Hutchinson, prosecuting, said the offences occurred between February 1970 and September 1971. He said that in the first offence Wilmot was on Panda car duty when the rear door of Selles, chemists, of 800 Beverley Road was reported to be insecure, and later a box containing £82 was missing, although on this occasion no suspicion fell on Wilmot.

The second offence concerned the theft of money from the premises of Ronald Gourlay at 860 Beverley Road, in June 1971. There had been a theft of a considerable amount of stock at the premises and Wilmot and other police officers were summoned to the scene. Mr Hutchinson said Wilmot had been left alone in the dispensary and saw money in a cigar box which he pocketed. The third offence involving £126 also occurred at Selles' shop. The pattern was almost a carbon copy of the first theft and suspicions were aroused. Mr Hutchinson said £108 was found in the loft of Wilmot's house.

For Wilmot, Mr J. M. A. Barker said his client was thoroughly ashamed and was, to a large extent a broken man. He had lived above his means and became involved with a moneylender.

He said things had mounted up and had taken the money on the spur of the moment.

The Recorder, Mr Raymond Dean QC, addressing Wilmot said "You have betrayed the solemn trust reposed in you as a police officer, and I am not going to say anything further to prolong this agonising time".

BNEC award for smaller firms

The British National Export Council are repeating for the third successive year the BNEC Export Award for Smaller Manufacturers in recognition of the important contribution that

smaller firms make to Britain's export drive.

The five awards, which are designed to recognise the achievement of the staff as well as the firm, provide an opportunity for a nominated representative from the shop floor or office of each winning firm, plus his or her wife or husband, to travel overseas on a group tour organised by BOAC. This year, the tour is to Canada, the United States and Bermuda.

As in the previous year, the competition is open to manufacturers employing fewer than 200 people. Exports of applicant companies must have topped £50,000 in the year to March 31, 1970, and £100,000 in the following year.

Closing date for entries is December 1. Winners will be announced publicly on March 16, 1972. Application forms may be obtained from: BNEC (DW), 6-14 Dean Farrar Street, London SW1H 0DZ.

'Face to face' selling guides

A 28-p guide to training for personal selling is now available to Distributive Industry Training Board levy-payers.

Called "Face to Face" it looks at what constitutes this form of selling and the type of person needed, and details the way in which training can make them better at the job. The guide's "unorthodox pictorial approach" is intended to stimulate interest.

Levy-payers can get a copy free on application to the Information services division, DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP. Extra copies cost £0.20 each and the booklet is also available to non levy-payers at the same price.

The DITB is also making new careers literature, available to the industry, schools and careers advisers. "Welcome to Opportunity Land" is a new recruiting brochure which highlights job opportunities using case histories.

Quick test for drugs

Details of a rapid, cheap test for the detection of drugs in urine are given in this week's *British Medical Journal*. The test, developed by Professor E. G. C. Clarke, can be carried out anywhere by anyone with a minimum of scientific knowledge. Equipment needed costs less than £5 and each test about £0.10. A test takes less than half an hour.

OTHER POPULAR FAMILY LINES



FAM-LAX — for all the family. A pleasant easy to take laxative supplied in packs, 12 large or 24 small (tubes).

ROBERTS' CROUPLINE LIMITED

BURNDEN WORKS, CROFT LANE, BOLTON, LANCS. TEL: BOLTON 32631

DITB under fire

There is a great body of retail opinion that questions the usefulness of the Distributive Industry Training Board, it was contended at a recent meeting of the Retail Alliance.

There was some sharp discussion about the fixing of the DITB levy at 0·7 per cent of payroll. It was clear that the Board had modified its demands in response to retail pressure.

It was not disputed that the Board at the outset had greatly stimulated retail training—with the large sums at its disposal this could scarcely be otherwise—but the view was expressed that the bonus element in the grant scheme should be re-examined to permit reductions of the levy burden.

The meeting reviewed the series of discussions about Value Added Tax between HM Customs and Excise and retail interests represented as a whole by the Retail Consortium.

These frequent talks, which were continuing, were concerned mainly with the machinery of the proposed tax. Representations were being made to the Chancellor of the Exchequer about the problem of double taxation which would arise if at its inception VAT had to be applied to goods in stock on which purchase tax had already been paid.

Either this would further distort prices to the public or it would inflict substantial losses on retailers. If retailers held up buying on this account the effect on manufacturers and on employment would be grievous.

Since this was a question of principle which only Government ministers would resolve, it was felt to be a problem for politicians rather than for civil servants.

Dispensing right withdrawn

Two French doctors have lost a precedent-setting plea to preserve their privilege of dispensing medicines for patients.

The administrative tribunal at Besancon in the Jura Mountains recently upheld a local prefect who withdrew the doctors' authorisation to operate their own "pharmacy".

The old privilege was maintained after the 1939-45 war and a new permit had been



Pharmacist Mrs Marion Reid, winner of the recent L'Oreal/Vestric competition, receives a portable television set. The competition was open to all chemists stocking Reban, L'Oreal's treatment for greasy hair. Seen here at the presentation are (left to right) Mr Reid, Mrs Reid, Mr R. Macintosh of L'Oreal and Mr K. Watson (Glasgow branch manager of Hatricks, suppliers of Reban).

Vote of confidence from Irish Council election result

A high poll of 56·4 per cent has returned all the retiring members seeking re-election to the Council of the Pharmaceutical Society of Ireland.

The voting figures were:

Elected	
M. L. Cashman	657
R. J. Semple	635
M. F. Walsh	608
E. J. Kennelly	593
Theresa Landers	592
M. Shannon	576
J. E. Burrell	548
Not elected	
T. A. McGuinn	517
J. P. Morgan	391

Mr Kennelly is the new member of Council, replacing Mr Power of Limerick who did not seek re-election.

Mr McGuinn and Mr Morgan came bottom of the poll for the third time running.

given as recently as 1969. But the prefectoral order withdraw the right because the continuance "no longer meets the needs of the local populace."

The doctors' brief had pleaded: "This measure misunderstands the interest of the sick; the nearest pharmacy is 9 kilometres and the means of communications practically non-existent." The court held otherwise.

vehicles unattended. He said that the nature of the business was such that they could not organise their loading and unloading to any specified time schedule. Orders had to be delivered immediately. Their vans had to be on stand-by all the time.

Mr Foley said a Dublin Corporation proposition that they should park their vans some distance away and bring them round to their premises as required was found to be unpractical.

The Justice agreed to a suggestion that a loading bay to accommodate three vans at a time be provided and that all the summonses be withdrawn.

NEWS IN BRIEF

The number of prescriptions dispensed in Northern Ireland during July was 731,353, bringing the total for the period April-July to 3,146,566.

Anti-cholera vaccine shortages were reported recently because of demand from late-summer holiday makers going to Spain. Many Glasgow pharmacies, for instance, were out of stock, but it is understood that the rush is over now and stocks are being replenished.

The Scottish Health Education Unit is seeking the co-operation of chemists in the distribution of a new display card on the dangers of smoking. The message on the desk card is "For your health's sake and the comfort of others, please do not smoke."

The seizure of sheets of gelatine impregnated with LSD has been reported by the Australian Government. They are known as "clear lights" and are $\frac{1}{4}$ inch square. Their flatness means they can be packed in books and letters.

A scheme providing for free family planning services and the supply of contraceptives has been considered by the London borough of Waltham Forest. A costing of the scheme has shown that £4,000-£5,000 a year would be necessary from the borough's rates.

A World Health Organisation team of 20 from the Americas and Europe spent last week doing an intensive study on drug and alcohol dependence in Britain. This follows similar weeks in Holland and Poland. A team at the Institute of Psychiatry has spent more than a year preparing for the visit.

Irish news

Parking with drug loads

A total of 129 parking summonses against two Dublin drug manufacturing firms were dismissed by District Justice Kearney in Dublin District Court on September 20 when he said he was taking into consideration the dangerous nature of the drugs being loaded and unloaded.

The defendant companies were: Ayrton Saunders and Co (Dublin) Ltd and P.C. Cahill and Co Ltd. The first company pleaded not guilty to 79 summonses in the North Lotts and the second not guilty to 50 similar summonses in the same area since last November.

Mr Eamon Foley, managing director, Ayrton Saunders, gave evidence that employees of both companies had been approached by persons who sought to buy drugs from them. As a result the Drug Squad had advised them not to leave their

COMPANY NEWS

Glaxo's new £8m penicillin factory

The new £8million penicillin factory of Glaxo Laboratories Ltd, at Cambois, Northumberland was officially opened on Tuesday by Sir Alan Wilson, chairman of Glaxo Group Ltd.

The factory, which occupies 25acres of a 116-acre site, and produces non-sterile intermediate grade penicillin is one of the most sophisticated and advanced production plants of its type in Europe. There is a high degree of instrumentation including partially computerised control of the main fermentation process and solvent recovery. It employs just over 2,000 people.

The Cambois development forms a major part of a £20 million capital investment programme for expanding Glaxo's primary and secondary production resources at several key plants in the north of England and Scotland.

Much of the penicillin produced at Cambois will be sold abroad, boosting export sales that have gained the company the Queen's Award to Industry for the past five consecutive years.

When work on the construction of the factory began just over two years ago, it was envisaged that production capacity would need to be increased within a short while. Already a second phase of development, costing over £2½million, is under way. There are no im-

mediate plans to produce other antibiotics at the Cambois plant.

The building of the factory was accomplished in a remarkably short time. The first sod was cut in September 1969, and commissioning began in February this year. The first fermentation batch was started at Easter and delivery began at the end of June.

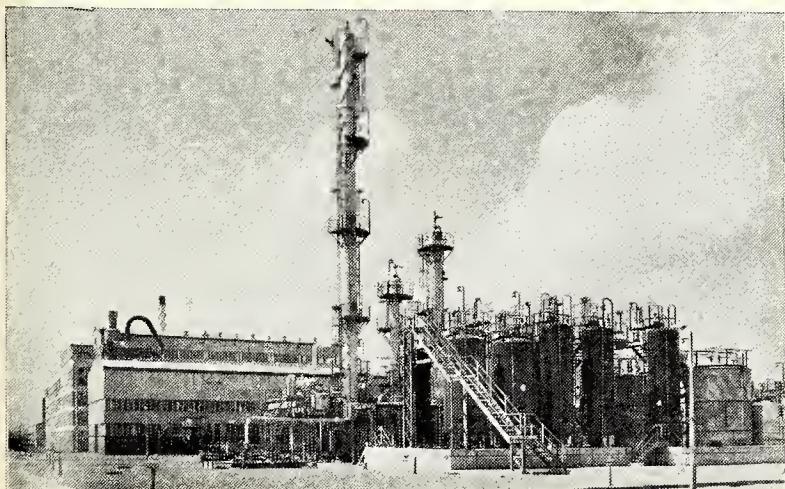
In his opening speech Sir Alan said that Glaxo's production capacity of antibiotics had been successively augmented by extending the Barnard Castle factory, by erecting a new factory at Ulverston in 1948 for the production of penicillin and streptomycin, and now in 1971 by their latest venture at Cambois.

The increasing world demand for the penicillins and the cephalosporins, coupled with the fact that the Barnard Castle installation would reach the end of its useful life after 25 years operation had made them decide to redevelop Barnard Castle for other purposes than antibiotics manufacture, to redeploy Ulverston's fermentation capacity to produce cephalosporins, and to erect the Cambois factory to produce penicillin.

Inflation hits Nicholas group

The chairman of Nicholas International Ltd, Mr Maurice Nicholas, advises shareholders that whilst sales generally throughout the world were buoyant in the year ended June 30, the group's profit performance suffered from a combination of the high level of inflation, which has affected material and labour costs particularly in Australia and the United Kingdom and political and economic instability which have affected some of the group's traditional markets. Sales amounted to A\$59·6m representing an increase of

Continued on page 500



General view of Glaxo's £8million penicillin factory at Cambois

FAM-LAX THE FAVOURITE FAMILY LAXATIVE



SUPPLIES FROM
YOUR
WHOLESALER
IN HANDY
COUNTER
DISPLAYS



OTHER POPULAR FAMILY LINES

ZUBES — in vacuum sealed tins to retain freshness. Packed & supplied in convenient two dozen counter display units.



ROBERTS' CROUPLINE
— pleasant to take.
Two sizes, packed in one dozen cartons.



AND ZUBES COUGH MIXTURE

ROBERTS' CROUPLINE LIMITED

BURNDEN WORKS, CROFT LANE, BOLTON, LANCS. TEL: BOLTON 32631.

Continued from page 499

approximately 6 per cent over the comparable figure for the preceding year and the earnings attributable to Ordinary shareholders amounted to A\$3.63m, up 10 per cent. A substantial part of the increase in earnings stemmed from the suspension of contributions to the staff profit sharing scheme previously conducted by Aspro-Nicholas Ltd.

ICN acquires German company

International Chemical & Nuclear Corporation (ICN), Pasadena, California, and M. Woelm KG, Eschwege, German Federal Republic, have signed an agreement for the acquisition of M. Woelm KG by ICN. The transaction involves the exchange of shares.

ICN is a leading manufacturer and supplier of pharmaceuticals and research chemicals with related activities in service merchandising. The company has 17 divisions and subsidiaries and 47 facilities in 12 countries.

Woelm, a German pharmaceutical manufacturer was founded in 1907 and had sales of about \$15m in 1970.

Mr H. Woelm will join the board of directors of ICN SA in Geneva, ICN's European headquarters organisation.

Twenty-one and in a new building

On Tuesday Biorex Laboratories Ltd celebrated its twenty-first year of operation and at the same time opened new research and manufacturing laboratories at Biorex House, London N1.

Informally opening the new laboratories, Sir Francis Avery Jones spoke of some of the company's achievements. He referred to the development of carbenoxolone sodium, leading to the marketing of Biogastrone and Duogastrone, and of continuing research efforts.

Current studies are well advanced in the development of substances for the treatment of arrhythmias, heart block, coronary infarcts, rheumatism and the production of a non-steroidal "morning after pill."

Unichem changes in management

Mr E. G. Smith has resigned as joint managing director of Unichem Ltd on medical advice but will remain on the board. Mr P. J. Dodd, joint managing director, has been appointed managing director and Mr R. G. Monaghan has been appointed secretary.

Sturge ahead at half-way

The recovery forecast by John & E. Sturge Ltd for 1971 remains valid on the evidence of the results for the first half of the year ended June 27, say the directors.

Group turnover rose to £2.65m from £2.28m in the corresponding period of 1970. Group profit, before tax, was £305,300 (£167,800) and after tax, £185,300 (£95,800).

Trading in the group's products is near to present capacity with the exception of precipitated calcium carbonate, sales of which continue at a reduced level the directors add. An unchanged interim dividend of 7 per cent is declared.

Reynolds & Branson expand

Reynolds & Branson Ltd (a division of Barclay & Sons Ltd) have acquired the stock and trading activities of Eastern Scientific Instruments Ltd, of Norwich.

Commenting on the acquisition, Dr David Love, managing director, Reynolds & Branson said, "We have been looking for opportunities to extend the scientific instrument and equipment division and this acquisition is one step towards our programme of phased expansion".

A newly-formed servicing section at Leodis Works, Leeds, will back sales of the expanded range of scientific instruments.

Willows Francis' better year

Group profit of Willows Francis Ltd for the year ended June 30 was £81,079, after all charges including taxation. This compares with £158 in 1970 when no ordinary dividend was paid.

The profit attributable to Willows Francis was £76,836 (loss of £4,148 in 1970). A dividend of 5 per cent is proposed.

Mr R. Featherstone, director and joint company secretary retired on September 30 after 45 years service with the company. Mr P. N. Hanna has been appointed sole company secretary.

Change in distribution

Duphar Veterinary Ltd, a new subsidiary of Philips Industries Ltd, is to distribute the veterinary vaccines and preparations of NV Philips-Duphar of Amsterdam in the United King-

dom from January 1, 1972. The distributorship held at present by Crookes Veterinary Ltd, Basingstoke, will end by agreement at the end of December.

Duphar Veterinary will also take over from Crookes the UK distribution of the veterinary antibiotics of Gist-Brocades NV of Delft, Holland, sold under the trade name Mycofarm.

In brief

Allen & Hanburys Ltd have launched their product Ventolin in Germany, one of the major European markets for asthma products. The drug, already in over 30 countries, will be marketed in aerosol form by Glaxo Pharmazeutika GmbH, Dusseldorf, under the trade name Sultanol.

Noyes Data Corporation, publishers of market surveys, etc, have moved their European editorial department to 2 Bloomsbury Place, London WC1A 2QA.

Rhone Poulenç: Turnover of pharmaceuticals in the first half of the year rose by 9.5 per cent to Frs787m compared with the first-half of 1970. Chemicals rose by 8.05 per cent to Frs3.091m.

P. Williams (Chemists) Ltd have moved to 29 Victoria Street (from 102), Crewe, Cheshire. The company, founded in 1927, have three other pharmacies in Crewe.

Remploy Ltd have opened a new factory at Wrexham, doubling production of their Lundia shelving division.

Mr Malcolm Stephens, MPS, has opened a pharmacy at 23 London Road, Sittingbourne, Kent.

J N Whitelaw, chemists' label printers, are now at 69 Haydons Road, London SW19 (telephone: 01-540 8024).

Taylor, Brawn & Flood Ltd, St Peter's, Bedford, has closed.

Appointments

Cuxson Gerrard & Co Ltd have appointed Mr D. E. Hartley their representative for parts of Lancashire, Cheshire and North Wales. He replaces Mr J. Wynschenk who has retired (see next column).

Dales Pharmaceuticals Ltd state that until another representative is appointed to replace Mr Terence W. Roberts, Mr John R. Monnet, director and secretary will call by appointment.

Concept Pharmaceuticals Ltd have appointed Mr Jeffrey Douglas, FPS, MIM, their distribution manager.

PEOPLE

Sir Harry Jephcott, hon president, Glaxo Group Ltd, is one of the main speakers at an open day at Northwick Park Hospital, Harrow, Middlesex on October 16. The open day marks the inaugural meeting of a recently formed League of Friends for the hospital which was opened a year ago by the Queen.

Professor Hugh Robson, vice-chancellor of Sheffield University, is to be chairman of the new Advisory Council on the Misuse of Drugs. The composition and duties of this advisory body are being recast under the terms of the Misuse of Drugs Act. **Mr J. Wynschenk**, representative for Cuxson Gerrard & Co Ltd for the past 43 years, has retired. A presentation was made to him by the directors and he also received an engraved tankard from his fellow representatives.

Deaths

Girvan: On October 1, Miss Sarah Ann Gibson Ramsay Girvan, MPS, 7 Allanton Park Terrace, Fairlie, Ayrshire. Miss Girvan qualified in 1929.

Johnston: Recently, Mr Arthur Edward Johnston, MPSNI, 8 Alexandra Gardens, Belfast, aged 63. Mr Johnston qualified in 1930 and was a past president of the Ulster Chemists Association.

O'Keeney: On September 15, Mr James Austin Gilmore O'Keeney, MPSNI, Moykeeran Crescent, Draperstown, co Derry. Mr O'Keeney qualified in 1935. For some time he had a pharmacy in Draperstown but had recently been doing locum work.

Scarlett: On September 19, Miss Olive Worth Scarlett, BSc, ARIC, MPS, 7 Ramsay Garden, Edinburgh, 1. Miss Scarlett registered as a pharmacist in 1927. She was in retail practice at 41 Raeburn Terrace, Edinburgh, 1929-1949 and was invigilator to the Society's examinations in Edinburgh for many years.

Stokes: Recently, Miss Margaret Stokes, Drumcollagher, co Limerick. Miss Stokes qualified in 1950, and conducted her own pharmacy in the town for some years. Prior to that she had been manager of Dr Parker's pharmacy in Newcastlewest, and also managed McCarthy's pharmacy of Charleville, for some time.

Topical reflections

By Xrayser

Rights and wrongs

I have nothing but admiration for the fortitude of the president and vice-president of the Pharmaceutical Society. After an extremely arduous week in Glasgow, they appeared at Penrith only a few days later, taking another look at the problems of today and, from a study of the current scene, attempting to look ahead over the decade we have so recently entered. I think that the vice-president (Mr J. P. Kerr) is right to look with suspicion, if not yet with apprehension, on the Government's intentions in regard to payment for services under NHS.

It may be, as Mr Kerr hinted, that the Government has decided not to press on with the scheme for cost-related charges, though I have not yet seen an unequivocal statement from any member of the Government. But when does one ever hear or see such a thing from Westminster?

It seems unlikely, if the cost-related scheme is abandoned, that something else will not take its place, and Mr Kerr's reading of the signs is that in any proposals the less well-off would suffer. That has been the way since the inception of the first levy of one shilling per form about twenty years ago, with still further hardship with each successive increase over the years to the most recent one in April of this year.

It is increasingly apparent that, despite the publicity given to the rights of exemption, very few have taken advantage of their entitlement. The difficulties of assessing one's rights, as stated in a complicated leaflet, are matched only by the obstacles in the path thereafter. To erect a large number of new health centres at public expense and link them with outside, private insurance schemes would seem to be fantastic, but then the concept of cost-related charges is itself fantasy.

Unrelated charges

Mr Kerr's forecast that by 1982 the public might demand a return to resale price maintenance is not so unlikely as might appear at first glance. I have on several occasions made reference to the packet of cereal which faces me at breakfast. (Like your correspondent, Mr C. H. Francis of Ludlow—a man after my own heart—I am not at my best at that time of the morning, but I hasten to assure him that he is neither old nor "square.")

The "price structure" of the product—Mr Francis will recognise the formula—is that there is *at least* 3p off the recommended price. I do not know the recommended price, so I am unable to assess whether 3p or 4p or nothing at all has been deducted, and, lumped in with several other purchases, I don't even know what I have paid for it. But I am glad they have stopped giving me buried treasure in the shape of a plastic cowboy on horseback.

I agree with Mr Kerr that the public is not getting a bargain. Indeed, the situation is one of chaos and confusion, from toothpaste to shaving cream, and detergent to soap powder.

SOS

Your comment on Latin abbreviations and their modern counterpart is very much to the point. Ex SS, I have gathered, means except on Saturdays and Sundays; MWF is not the Miners' Welfare Federation, but Mondays, Wednesdays and Fridays, while AM has been found to mean every morning, not every other morning. EE is each ear, or each eye, as the case may be, and as soon as you make inquiry you are immediately rewarded with an expression of the patient's complete confidence.

THE FAMILY FAVOURITES

POPULAR
WITH THE
TRADE TOO!



**SUPPLIES FROM YOUR WHOLESALER
PROMOTIONAL DISCOUNTS AVAILABLE**

OTHER POPULAR FAMILY LINES



ROBERTS' CROUPLINE LIMITED

BURNDEN WORKS, CROFT LANE, BOLTON, LANCS. TEL: BOLTON 32631.

NEW PRODUCTS AND PACKS

Over-the-counter medicinals

Pellets for mouth ulcers

Clioquinol 35mg and ascorbic acid 6mg are the active ingredients of Oralcer (£0.20), slow-release pellets for mouth ulcers. The manufacturers claim that Oralcer pellets, a product of original research, show excellent results even in persistent and severe cases. A display pack of 24 cartoned units is available (Antibiotics & Vitamins Ltd, 43 Worship Street, London EC2).

Baby care

Savlon gift box

ICI are adding a Savlon Babycare gift box (£0.95) to their sales range.

The gift box contains a 50g tube of Savlon babycare cream, a 230ml bottle babycare lotion, a 100ml bottle of shampoo and a 100g talc, together with a voucher entitling the customer to 7½p off their next purchase of any of the Babycare range. The box also contains a leaflet giving full details of the products.

ICI representatives will be actively promoting the box during October, November and December and show material is available on request (Imperial Chemical Industries Ltd, pharmaceuticals division, Alderley Park, Macclesfield, Cheshire).

Cosmetics and toiletries

Soaps and bath essence

Guest soap ovals in assorted perfumes and matching colours are to be launched by Andre Philippe. It is considered they will be "a most popular all-round gift appeal line." There are six soaps in each window front astralux board container with designed gift pack display-outers. Each pack is individually sleeved (£0.36).

Also from Andre Philippe will be an 8 oz bath essence, luxury pack. Made refreshing by the addition of pine essence perfume, the essence comes in a glass container with gold foil on brown strip label and a ridged gold-plated metalised cap (£0.49) (Andre Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6).

Soul Shimmer lipsticks

After their successful Suki Pearl range of lipsticks, Yardley introduce Soul Shimmer lipsticks (£0.47) that are of a new formula-



Home brewing

Tom Caxton's True Brew

Reckitt & Colman Food Division this week launched nationally Tom Caxton's True Brew (£0.80), a kit "which will produce 24 pints of top-quality beer in ten days for less than 4p a pint." The launch is backed by a £100,000 advertising campaign between now and Christmas. It is planned to double this in 1972.

The launch follows the successful test market in Tyne Tees and Harlech where, it is claimed, over 50 per cent of customers made repeat purchases.

Tom Caxton's True Brew contains: 2lbs hopped wort extract, brewers' finings, yeast, a brewing bag and instructions. The pack, which resembles a dimpled beer mug, has been specially designed for display and easy handling.

The advertising campaign will centre on colour full-pages in national dailies and magazines, backed with point-of-sale material and promotional support including a Home Brewing Information Service sponsored by the company (Reckitt & Colman Food Division, Carrow, Norwich).

PRESCRIPTION SPECIALITIES

BARITOP 100

Manufacturer Concept Pharmaceuticals Ltd, Russell House, 59 High Street, Rickmansworth WD3 1E2

Description Liquid containing 100 per cent w/v barium sulphate

Indications X-ray contrast medium for the examination of the gastro-intestinal tract

Contraindications Perforations of the alimentary tract

Method of use Use undiluted for examination of: oesophagus 50mls; upper GI tract 200-300mls; stomach and duodenum 200-300mls (giving a double contrast filling); small intestine 200-300mls and colon 300mls diluted with 500-700mls of water as an enema

Notes Packed under pressure to provide, through the dissolved carbon dioxide, a controlled effervescence on use

Pack Tin of 300mls (£0.52 trade)

Issued October 1971

Cuticura® hand cream now comes in tubes, too!



Cuticura sales are up. Now! Watch them go even higher as Cuticura Hand Cream in Tubes makes its impact.

The display/selling unit gives more profit per shelf-inch. The tubes of Cuticura Hand Cream give even more customer-appeal. The gorgeous Cuticura Hand Cream advertisement that's been attracting so much attention will now be selling the new tubes. And all the Cuticura fans will want it. Because now they can take it with them.

SPECIAL INTRODUCTORY OFFER FOR YOU! **Great profit bonus-each outer of 10 tubes at 8-tube cost!**

Better make sure of your stocks of Cuticura Hand Cream in tubes NOW. (Dare we say it?) Profits come quicker by tube.

Cuticura extra-softening hand cream. Now in tubes.

CUTICURA LABORATORIES LTD., MAIDENHEAD, BERKS.

TRADE NEWS

Revlon promotion success

On August 31 Revlon introduced their new makeup look for Autumn. Called Glowing Embers, it consists of five shades of lipstick, five shades of matching nail enamel and three combinations of Dual Pan eye shadows.

By September 18 the figures showed an average "sell through" of 91 per cent, which Revlon claims to be "an almost unheard of success for this type of cosmetics promotion".

Revlon management at 86 Brook Street has several explanations for their success story. Shades that are absolutely right for Autumn clothes and the current mood for make-up. Complete co-ordination between lipstick, nail enamel and eye shadow colours for an attractive, easily-understood presentation to the consumer. Most important, feels Revlon, the enthusiasm for the look and the products on the part of "the girls who actually sell the stuff" came across to customers who responded with equal fervour as the sales figures have shown.

Insidon packaging

A 100 pack of Insidon tablets (£1.02) is now available to replace the present 30 and 150 packs. The 30 pack is now completely out of stock but Geigy Pharmaceuticals, Hurdsfield Industrial Estate, Macclesfield, Cheshire, say that supplies of the 150 pack will continue to be available for some weeks.

Cuticura hand cream in tubes

Cuticura hand cream is now available in attractive polythene tubes containing 30g (£0.15). The hand cream is packed in an outer containing 10 tubes. Cuticura Laboratories Ltd, Clivemont Road, Coddwallis Trading Estate, Maidenhead, Berks, are issuing a specially-designed counter display unit holding 10 tubes.

Cash and carry for chemists

Greens Pharmaceutical (Holdings) Ltd, 45 Templar Avenue, Coventry CV4 9BQ, are launching a new wholesale cash and carry venture, aimed at enhancing the "over the counter" competitiveness of chemists.

The facility, to be opened on November 22, will be accommodated in a brick and concrete structure of over 15,000 sq ft on the group's wholesale site at Templar Avenue. The specially formed cash and carry subsidiary, Midland Progressive Services Ltd ("MPS") will operate in tandem with its delivered trade counterpart, Pharmaceutical Supplies (Coventry) Ltd.

The purpose-built warehouse is designed for bulk handling and display of traditional chemist merchandise and the immediate pre-Christmas promotions will include displays of toiletries, baby goods,

electrical, photographic and household goods, wines and spirits, chemist sundries, paper products, patent medicines, etc.

Siting of the development is approximately three-and-a-quarter miles from the A45 trunk road, and proximity to motorways will give the service a "catchment radius" of 40-50 miles within a travelling time of less than one hour.

The Group's board regards the new venture as a "gesture of confidence in the progress of the chemist as a trader and as a modest contribution towards staunching the persistent loss of chemist strength into competing fields."

Test marketed in the South

Being distributed in London and Southern areas only by the Personal Care division of Johnsons Wax, Frimley Green, near Camberley, Surrey, is US herbal bath. US is said to contain ginseng, rosemary, cul-

tured sea algae and an essence of Peruvian bark. Pack is a container with an unusual dome shaped top, it contains enough for 10 baths (£0.48).

New Normax packs

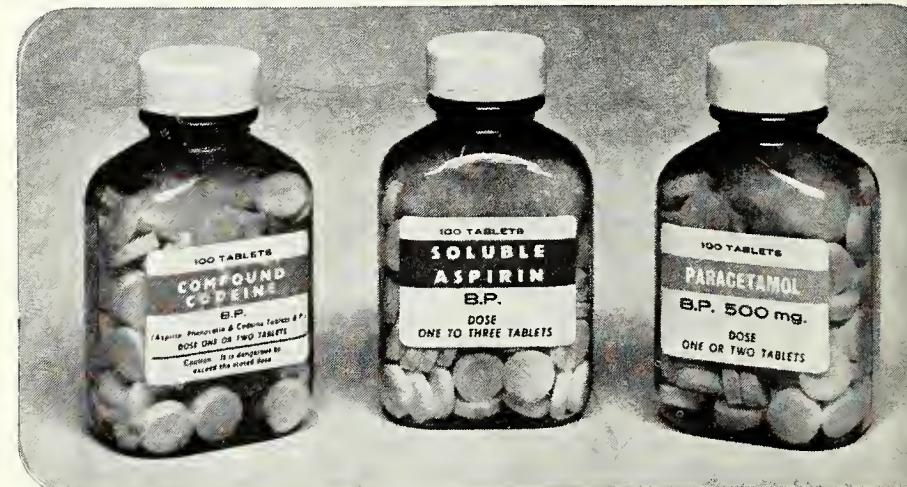
The packaging of Normax capsules will shortly be brought into line with other products of Bencard, Brentford, Middlesex. The glass vials and bottles will be replaced by printed canisters containing the same number of capsules as the original packs. This change will take place gradually; the first pack to be changed will be the 30 pack. Despatches of the new 30 canisters will commence during the week beginning October 11. The 250 pack will be changed in mid-November. The company says that since it is only the packs which are being changed, credit will not be allowed on any original packs which are returned.

KERFOOT PHARMACEUTICALS

BONUS OFFER

Open until 22nd November 1971

A bonus parcel containing 10 packs of each of the products illustrated



will be delivered

FREE OF CHARGE

with each order of £50 value



THOMAS KERFOOT & CO. LTD

Savlon antiseptic liquid trade price

ICI Ltd, pharmaceutical division, Alderley Park, Macclesfield, Cheshire, regret that an error in their new trade price list has resulted in an incorrect trade price being given for Savlon antiseptic liquid 112ml. The correct price is £0·64 per dozen, the purchase tax is as given—£0·19½.

New UK distributors

J. L. Perl Ltd, 8 Esterbrooke Street, London SW1, have been appointed the UK distributors for Samsar, Paris, manufacturers of manicure implements and accessories.

Attractive and practical display stands are available to support the range and further details may be obtained from the company.

Initial service

Initial Services Ltd, 300 Goswell Road,

London EC1V 7LU, provide protective clothing and complete laundry and linen hire service. Garments are collected, cleaned and delivered regularly and, when necessary, are repaired or replaced at no extra cost.

The Workshield Line ranges from smart-looking boiler suits designed to give staff protection and comfort, to men's executive-type coats in blue or white polyester/cotton and well-cut women's coats in white crease-resistant polyester/cotton.

The service is available from all Initial branches.

Temporarily in US pack

Because the demand for Phisohex has overtaken current production, Winthrop Laboratories last week airlifted extra stock from the USA. The company is therefore asking some pharmacists to accept American packs in lieu of the standard green,

black and white United Kingdom pack.

General manager of the Winthrop pharmacy sales division, Mr D. J. Boyles, said this week: "The recent unprecedented demand led to us being faced with a two-week out of stock position. After making inquiries I considered that a large majority of pharmacists would prefer to have Phisohex in US packs, with the possible disadvantage of having to explain the temporary change to customers, rather than lose sales. We therefore flew in from the USA sufficient stocks to cover this month's orders. Normal production will ensure adequate stocks of the British packs within two weeks."

Select your order from the following list

PROPANTHELINE BROMIDE S/C 15 mg.

**QUINIDINE SULPHATE 200 mg.
QUINIDINE SULPHATE 300 mg.**

QUININE BISULPHATE S/C 300 mg.

**QUININE SULPHATE S/C 200 mg.
QUININE SULPHATE S/C 300 mg.**

TETRACYCLINE HYD. S/C 250 mg.

IMIPRAMINE S/C 25 mg.

OXYTETRACYCLINE S/C 250 mg.

**PENICILLIN V 125 mg.
PENICILLIN V 250 mg.**

**PHENYLBUTAZONE S/C 100 mg.
PHENYLBUTAZONE S/C 200 mg.**

PREDNISONE 1 mg.

PREDNISONE 5 mg.

PREDNISOLONE 1 mg.

PREDNISOLONE 5 mg.

HENOXYMETHYL PENICILLIN ELIXIR 62.5 mg. per 5 ml.

HENOXYMETHYL PENICILLIN ELIXIR 125 mg. per 5 ml.

HENOXYMETHYL PENICILLIN ELIXIR 250 mg. per 5 ml.

**If you wish to take advantage of
this offer ask your Kerfoot
representative for details**

LE OF BARDLEY ASHTON-U-LYNE LANCS.

Bonus offers

Carters, Glen Laboratories, Shipley, Yorks. Anduvite. One 90-day course free with ten 30-day courses.

Fisons Ltd garden products, Harston, Cambridge CB2 5HU. Evergreen 80, lawnfood, rose food, Extra Yield, New Kilweed, Selex, Superkil and Newkil. Extra 7 per cent discount on orders delivered by November 13; 5 per cent on orders delivered between November 15 and December 31. Velvetone, lawn sand, growmore, bone meal, Liquinure liquid Tormorite. 5 per cent discount on orders delivered by November 13, 3 per cent on orders delivered between November 13 and December 31.

Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks. Cuticura hand cream. 10 invoiced as 8 (until October 30).

Thomas Kerfoot & Co Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancs. Special bonus with £50 orders. See details at left (until November 22).

May & Baker Ltd, Dagenham, Essex. Phensedyl and Tixylix. 10 invoiced as 9. Pan Britannica Industries Ltd, Britannica House, Waltham Cross, Herts. Early delivery bonus of 6 per cent discount on trade prices off all products in the PBI and Bio ranges. Wholesalers and retailers ordering 20 packs of Toplawn, Autumn Toplawn and Velvas G will receive a free Toplawn spreader, (£2·99 retail). Offers apply to products ordered for delivery in October, November and December. Orders through wholesalers.

Rapidol Ltd, 32 Dover Street, London W1. Inecto Rapid, colour creme or professional creme. 36 assorted additional 5 per cent bonus; 72 assorted additional 7½ per cent bonus, 144 assorted 10 per cent additional.

Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield. Paddi pads new packs. One case of 50 Paddi napkin liners free with order for five cases of Paddi pads. Until November 20.

Vestrif Ltd, Runcorn, Cheshire. Pharmaton. Display parcel terms available until November 5. Example: Order comprising three 30 Pharmaton capsules and one each Royal Bath Pharmaton, skin activator and hair tonic attracts 5 per cent discount plus one pack of 30 capsules free.

New

Berkdopa*

L-dopa

has one major advantage over other levodopa

~it costs much less

BERKDOPA is available as tablets, double-scored to permit flexibility of dosage, in pack sizes designed to meet variations in prescribing patterns.

The basic N.H.S. Cost of BERKDOPA is:

BERKDOPA Tablets

Tab: 500 mg. x 100 £3.36

Tab: 500 mg. x 500 £16.40

Additional savings are possible when **BERKDOPA** is ordered as part of a BERK discount parcel.

Ask your BERK PHARMACEUTICALS representative, or telephone.



BERK PHARMACEUTICALS LIMITED
Godalming & Shalford, Surrey.
Telephone: Godalming 4191

PROMOTIONS

Endocil campaign moves into retail

Following their wholesale sell-in on Endocil (C&D, September 25, p 428), Intec Proprietaries Ltd, are launching a retail promotion with the message: "Your retail selling price is reduced, your buying price is reduced, and you will be making a larger profit margin." Sample packs are being sent to many outlets to encourage the chemist's assistant to try the product—and thereafter to recommend it to the customer when asked for suggestions on skin care treatment creams or moisturisers.

Two further promotions involve a floor-standing merchandiser (with an appropriate message about the introductory offer to consumers) and a "mystery shopper" campaign. If the shop visited has the unit on display, all members of the staff are entitled to enter a competition for "top rate" prizes; if the assistant is asked for a suggestion for a good beauty skin treatment cream or moisturiser and recommends Endocil, she is awarded a prize.

Bonus trade prices are available October 5 to November 11.

The consumer campaign runs from October 11 to November 30. There will be strong advertising support in *Woman's Weekly*, *Woman's Realm*, *Radio Times*, *Woman and Home*, *Woman's Journal*, *Harpers/Queen*, *Vogue*, *Good Housekeeping*, *Reader's Digest*, *Beauty in Vogue*, *Jewish Chronicle*, *Peoples Friend* and *My Weekly* (Intec Proprietaries (UK) Ltd, Crown House, London Road, Morden, Surrey).

Steradent denture bath offer

Reckitt & Colman are launching a promotional offer of a denture bath for users of Steradent powder. All three sizes of Steradent powder will be carrying a collarette giving details of how consumers may obtain the denture bath for £0·12½ (value £0·17½).

The bath is coloured blue with a white lid and is made from insulated material which keeps the steeping fluid at the correct temperature for a maximum period of time (Reckitt & Colman, Household division, Hull, Yorks).



Robinsons of Chesterfield have redesigned the packaging of their Paddi Pads disposable nappies, retaining the familiar pink and blue colours but featuring a lively new baby. The instructions for use are now set out more clearly and disposal hints are incorporated (Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield).

Free shampoo with hairspray

Alberto-Culver are launching a new "with-pack" promotion of free sachets of Get Set shampoo with both sizes of Get Set hairspray. The promotion runs until December.

Retailers placing orders during this period will receive shampoo sachets packed separately on an attractive display/dispenser card. Terms of the offer are: 12 sachets free with every dozen standard size Get Set and 24 sachets with every dozen giant size. The deal also includes a bonus of 12 charged as 11.

Alberto-Culver suggest that where "deep cut" prices are necessary, the shampoo sachets can be sold separately and their value passed back to the consumer in the form of a further reduced price on Get Set hairspray. Alternatively, the sachets can be used as a straightforward give away to consumers as an incentive to purchase Get Set hairspray. Free point-of-sale material is available to support the promotion (Alberto-Culver Co, Culver House, 44 Newington Causeway, London SE1 6DX).

Yardley's new lipstick on television

"More money than ever spent on a lipstick television advertising campaign should boost sales beyond a chemist's wildest dreams." That is what Yardley are anticipating when their new Soul Shimmer lipstick commercials begin.

The campaign which is bigger than ever, will run from October 11-13 and has an extensive run of 30-second peak time viewing spots.

Called "tongue tied", the commercial features the six new lip colours "in a flirtatious, provocative boy-girl setting demonstrating that lips can speak louder than words. The advertisement also forms part of Yardley's competition for stockists, in which five colour televisions are being given as prizes (Yardley of London Ltd, 33 Old Bond Street, London, W1).

Coupon offer from Ribena

A big "future purchase" campaign has been launched on Ribena. Current stocks carry an eye-catching collarette announcing a consumer offer of £0·08p off the next purchase of either the standard or large size bottles. Consumers will be able to redeem the collarette until the end of April 1972.

The total print order for the collarettes is 2½ million and Beecham expect the redemption rate to be as high as 90 per cent. Redemption for trade outlets will continue until August 1972 (Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex).

Site at Epsom

J. Grossmith have found a striking way of publicising their Phul Nana cachous. They have taken a huge 85 x 10ft site beside the winning post at Epsom Race Course—a site which shows prominently on television and which will, of course, be seen by the big crowds that go to Epsom (J. Grossmith Ltd, 54 Neasden Lane, London NW10).

Advice on contact lenses

Smith & Nephew, manufacturers of Transol wetting solution and Soquette soaking solution, have launched a new record "Beautiful Eyes" designed to answer some of the questions raised by prospective contact lens wearers.

On the record, a 7 in 33½ rpm Flexi-disc which runs for six minutes each side, are discussions on the wear and care of contact lenses and a pop song, "Beautiful Eyes."

In addition, Smith & Nephew, have produced a booklet for use after contact lenses have been bought, telling the wearer how to look after the lenses by using Soquette and showing how to put on lenses using Transol to avoid any risk of infection.

A merchandising unit containing a dozen Transol TR50, four Soquette SQ4, and one dozen Flexi-discs is available to the trade at a cost of £6·52, retail value £9·28 (Smith & Nephew Pharmaceuticals, Bessemer Road, Welwyn Garden City, Herts).



ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; Cl = Channel Islands.

Andrews Liver Salts: Y

Askit: Sc, G

Fame adult cough linctus: All areas

Macleans Freshmint: All except E

Protein 21 shampoo: All areas

Radox, Liquid Radox: All except U, E

Signal toothpaste: All except Lc, Y, G, E

Vosene: Ln, M, Lc, Y, Sc, WW, NE, B, G, Cl

Yardley's Soul Shimmer Lipsticks: All except Sc, A, G, E

Yeast Vite: All except E



COMPANY PROFILE

Manuplastics Ltd

A success story founded on plastic containers

The name Manuplastics Ltd is known only in a limited sphere, but the stock in the pharmacy window, on the counter or in the dispensary doubtless includes several products made by the company. Manuplastics Ltd of Raynes Park, London, SW20, specialise in plastic containers for use by cosmetics and pharmaceutical manufacturers.

Some of Manuplastics' products include lipstick and deodorant tubes, cream jars, powder compacts, eye make-up containers, sweetener dispensers and bottles of all sizes for the dispensing of medicines.

Those specially capped tube containers for Saxon sweeteners—including the recently-introduced attractive black and gold containers—are made by the company against specifications from Burroughs Wellcome & Co, as are several of the containers for the Boots No 7 line.

Some time ago, a special order of haemagglutination trays—a 96-impression clear plastic tray—was developed by Manuplastics at the request of the World Health Organisation. It was to be used in virus tests. "Now, Manuplastics are world leaders in this line," says sales manager Alan Shepherd, with some pride.

Basis for success

Manuplastics occupy 55,000 sq ft of factory space at Raynes Park. General manager and director is 41-year-old Robin Butten who, before joining Manuplastics, gained considerable experience in marketing and production techniques with the Morgan Crucible group.

"Manuplastics are probably one of the few small-batch quantity plastics manufacturers who find they can export successfully their neat and compact container

designs," says Mr Butten, who acknowledges that much of their present success stems from the pioneering work carried out by his predecessor Gilbert Rolfe.

Products from Raynes Park are exported to Scandinavia, the Caribbean, Kenya, Uganda, Tanzania, the Lebanon and even, indirectly, to the United States. "We are confident that we will double our exports within the next twelve months" predicts Mr Butten.

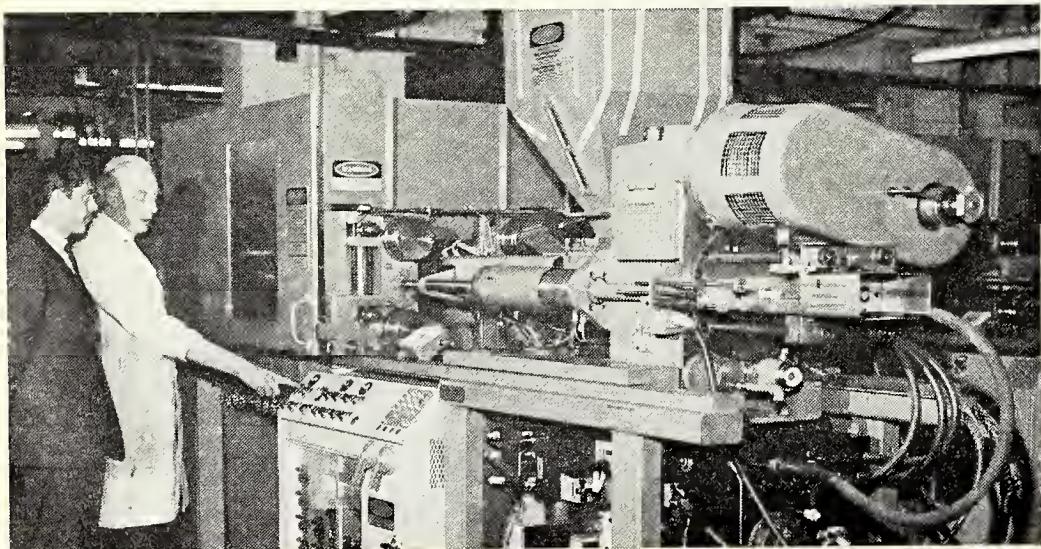
They believe the secret lies with their finishing department which includes facilities for silk-screening of flat containers or cylindrical ones up to 3in diameter; a fast, off-set printing machine which takes up to four colours per run on cylindrical containers; a foil-marking and hot-blocking department (including gold and silver) on flat or curved faces, including the complete circumference of a cream jar up to 3in diameter (particularly effective on cosmetic containers).

A good example of how Manuplastics can take one basic shape and create two very different finished products is a standard plain cream jar which, when changed by subtle variations in finishing, looks and feels as if it were made from wood.

The company were originally incorporated under the name of Prestware Ltd in November 1933 as compression moulders with a capital of £25,000. By 1953, Prestware had an annual turnover of £200,000.

In the early fifties, interest began to shift from compression moulding to the more modern method of injection moulding. Charterhouse Industrial Holdings acquired the compression moulding business of Prestware, moved the company to

Manuplastics general manager and director, Robin W. Butten, looks over one of the recently installed Husky injection moulding machines. The company now operates four of them.



the present site and, over the next twelve years, injection moulding increased in the factory while compression moulding declined.

The company's turnover had increased to £500,000 by 1965 but profits fluctuated year by year. In 1965, the title Prestware was dropped in favour of Manuplastics Ltd, a company acquired to promote national distribution of plant pots and other horticultural products.

In 1968, two other companies were acquired, Ceebrite Ltd and Chelton Moulding. Ceebrite, distributors to the pharmaceutical trade, were taken over to safeguard and expand sales in that industry. Then, on July 31, 1969, all shares and loan capital of Manuplastics Ltd were purchased by Polypump Ltd of Toronto. Polypump was, in itself, a new company, incorporated in January 1968 to develop a patent for a unique, plastic dispenser invented by a Canadian, Harold Humphrey.

The all-plastic dispenser, unlike its competitors, has no metal parts to corrode. It therefore offers contamination-free dispensing.

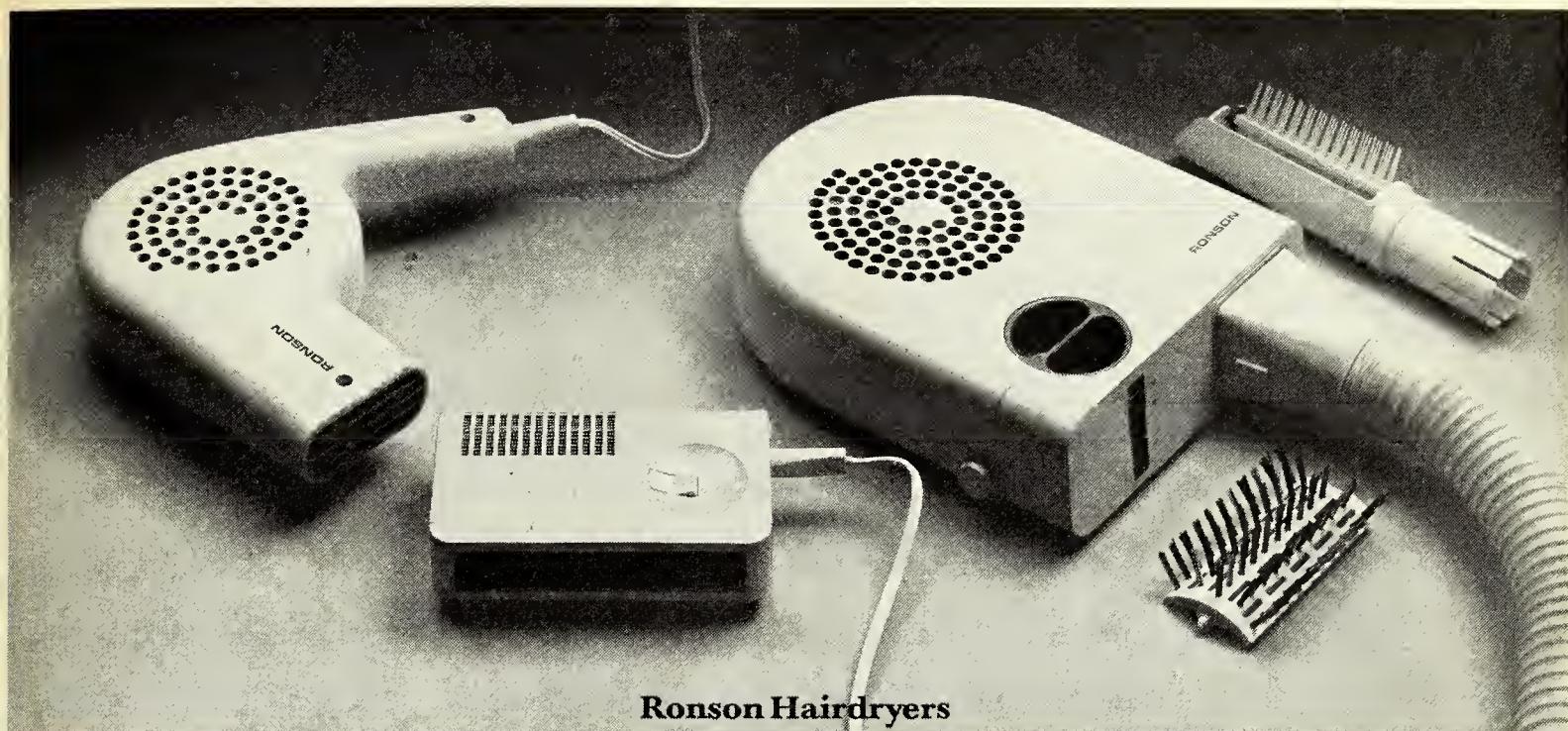
Modernisation

Chairman of Polypump Ltd is Canadian Mr B. Thomas Joy, and the president, Mr O. L. Niehouse, an American, who was formerly managing director, Sunbeam Electric Ltd, East Kilbride. Purchase by Polypump provided a much needed shot in the arm for Manuplastics. While the factory machinery was relatively up-to-date at the time of the takeover in 1969, as with all companies, new production demanded new machines.

Now, the manufacture of thin-walled containers at Manuplastics has been dramatically increased by the purchase and installation of four Husky machines which run continuously for 130 hours a week, are fully automatic and produce 10,000 pieces every hour. Tremendously strong, simple in design and operation, the Husky machine works on a fast, four-second cycle. Originally manufacturing aerosol caps, the Huskies are now switched to the production of deodorant tubes and tablet containers. Each Husky cost £20,000 including installation or somewhere about 80 per cent of the total capital of the original 1933 company.

Other Manuplastics machinery produces a variety of products each week: purpose injection mouldings, thin walled containers, threaded caps and bottles for pharmaceutical purposes from small tablet bottles up to ones with 1 pint capacity.

And what of the future? Robin Butten views it with enthusiastic anticipation. "Sales are currently around £1m" he told C&D—mostly from injection moulded products. Soon we hope to launch the revolutionary Polypump device in this country. This dispenser can be adapted to suit any dispensing application and to suit the liquid or cream concerned. The range is limitless—from hand lotion dispensing to liquid spraying for window cleaning."



Ronson Hairdryers



Ronson Automatic Toothbrushes



Ronson Electric Shavers

With natural gift ideas like these no wonder we advertise heavily at Xmas.

It stands to reason when you have products that make excellent gifts you'll sell them harder at Christmas time.

That's just what we'll be doing with the Escort 2000, Rio, Electric Shaver, and Automatic Toothbrush.

Just before Christmas we'll be promoting the hairdryers with a heavy national television campaign and full page advertisements in Woman's Own,

Honey, "19" and Petticoat.

This year there'll be an even bigger television campaign for Ronson Shavers on all ITV stations and the Automatic Toothbrush will be appearing in the Sunday Times, Observer and in She.

While we're doing all this advertising we hope you'll have plenty of our products in your store, naturally. **Ronson**

Keep Yardley

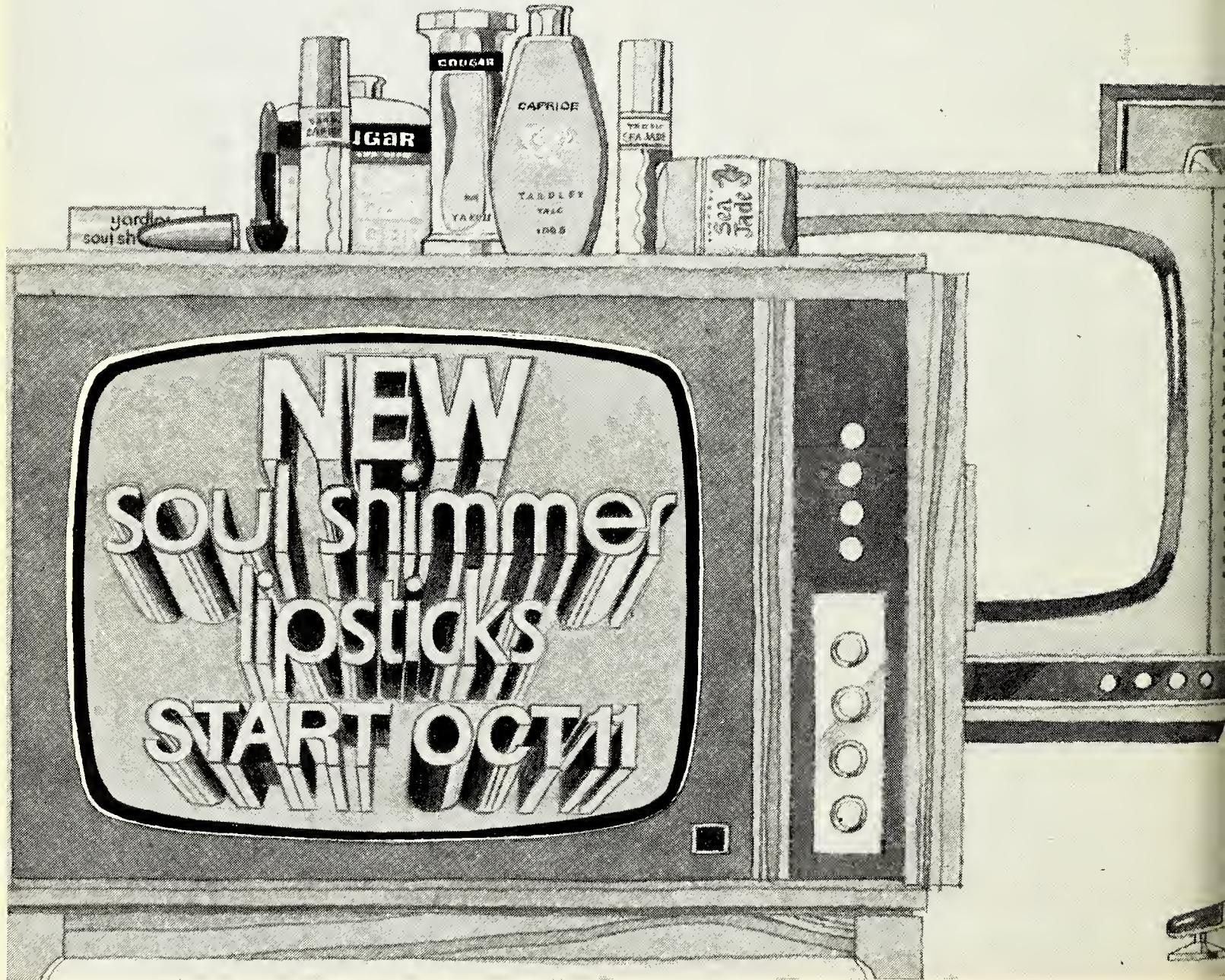
You could win a prize for it!

New Soul Shimmer lipsticks

on TV starting 11th October. (See first showing between 7.30 & 9.30 pm)

Yardley's new Soul Shimmer Lipsticks will be featured on TV in a really hard-selling commercial. It will tell your customers everything they want to know about these six stunning, shimmering lipsticks. The commercials will be shown in peak-time spots spread over four weeks.

Watch closely, because not only will your Yardley sales zoom upwards, but the commercial also forms part of the Yardley TV Competition.



n view

It's great fun to enter, great fun to watch. And it's going to sell a lot of Yardley.

Please read the competition rules carefully:

RULES The competition is open only to official Yardley stockists in the United Kingdom.

Relatives of and employees of the Yardley company and/or Yardley agencies are ineligible.

1 Prizes will be awarded to those competitors who, in the opinion of the judges, have submitted the correct order and composed the most apt ending to the sentence.

2 Only one entry per stockist will be allowed. Entries should be posted to: Television Competition, Yardley of London Ltd., 33 Old Bond Street, London W1X 4AP, by 31st December 1971.

3 No responsibility shall be taken for entries lost, delayed or damaged in the post, and proof of posting will not be accepted as proof of delivery.

4 Winners will be notified by post.

5 All entries become the property of Yardley of London Ltd.

6 Closing date for receipt of entries will be 31st December 1971.

7 Judges will be appointed by Yardley of London Ltd. and their decision is final. No correspondence can be entered into.

8 By entering the competition, competitors shall be deemed to have accepted and agreed to abide by the rules.

**MINI SPRAYS CAPRICE SEA JADE COUGAR
SOUL SHIMMER LIPSTICK**

Each of these Yardley commercials features one of the items listed below:

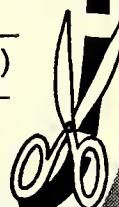
a. Waterfall_____	d. Backless Dress_____
b. Gazebo_____	e. Restaurant_____
c. 'Tame it's not'_____	

Just indicate beside each item which commercial it appears in. When you have done this complete the phrase 'Yardley advertise on television because _____'

Name _____ (not more than 24 words)

Address _____

CD2





THE QUEEN'S AWARD
TO INDUSTRY
1966 1967 1968 1969
1970



SAV 114

We remain,
yours pharmaceutically 

COMMENT

Dispensing with microbes?

The implementation in Sweden of recommendations for limiting the microbial content of the country's pharmaceutical preparations in 1966 awakened the international pharmaceutical industry to the problems of contamination. The move was prompted by two severe incidents. One, which gave rise to salmonellosis in 200 persons, was due to thyroid tablets and the other—responsible for severe eye disorders—was traced back to eye ointments contaminated with *Pseudomonas aeruginosa*.

Just recently products from small scale manufacturing have been examined in Britain. Certain hospital medicaments have been proved to be grossly contaminated (see page 537). Many of the alkaline mixtures in common use can carry pseudomonads and, paradoxically, anti-microbial and preservative preparations can become selective vehicles for pathogens. Preparations of hexachlorophene, chlorhexidine and even peppermint water have all been incriminated.

A speaker at last week's symposium on microbial control went so far as to say that many of the organisms of clinical significance have a remarkable ability to survive and even to multiply in the presence of commonly used disinfectant and bacteriostatic agents.

He maintained that *Ps aeruginosa*'s popularity could be related to the antiseptics currently used in hospitals.

Repercussions of those findings are bound to have a long-term effect and at the same time will give pharmacists another area in which to apply their abilities. However, arguments will continue for some time about suitable limits to employ and other controlling measures, some of which are already being used. But one thing is clear—medicaments must contain as few microbes as possible, so

that patients whose resistance is low do not receive concentrated 15ml doses of potential pathogens.

Industrial and hospital pharmaceuticals have been shown to carry high concentrations of pathogenic bacteria on occasions. There seems little doubt that this could be the case in retail dispensaries too.

A study by E. G. Beveridge and I. A. Hope, Sunderland Polytechnic, on pharmaceutical solutions in hospital and retail establishments, has already shown this on a small scale. Eighteen general practice pharmacies were involved and large numbers of pseudomonads were isolated, notably from paediatric ipecacuanha mixture, amaranth solution, purified water and aromatic waters.

Mr W. M. Darling, president of the Pharmaceutical Society, indicated the need for further investigation of this subject within retail, and the Society's working party on contamination is expected to report before the end of the month.

Not so long ago, there was a general assumption that if a medicine was destined to be administered by a "non-sterile" route, mere hygienic precautions would suffice during its preparation. This attitude is changing, and if further research substantiates the reports cited at the symposium, we can look forward to a major upheaval in contemporary practices.

It is worth quoting Dr W. L. Hooper, consultant bacteriologist, Public Health Laboratory, who introduced his paper at the recent international symposium, thus: "Since the very early days of pharmacy mankind has had implicit faith in the efficacy of the medicaments supplied by the pharmacist. Coupled with this unwavering faith has been the assumption that purity and freedom from harmful effects when administered at the recommended dosage goes without question."

BUSINESS Q&A

Where a partner dies I am informed that there is now some further relief for estate duty on his business assets.

The position is that in case of deaths after March 31, 1971 estate duty on property consisting of an interest in a business is payable in eight equal annual instalments, the first such instalment being due twelve months after the death. Interest is added to the unpaid proportion of duty and is payable with the annual instalments. If the interest in the business is sold the duty becomes payable at once.

I believe there are now more liberal personal pension provisions. What are they?

As a result of the Finance Act, 1971, the limits of qualifying premium have been increased for persons born after 1915 to a maximum of £1,500, or 15 per cent of the relevant earnings. For older persons these limits are increased. In addition, it is now possible to commute a proportion of the final pension for a

tax-free cash sum. This cash sum cannot exceed three times the amount of the remaining annual pension. These reliefs represent a major addition to the provision for self-employed persons.

My wife and I have a substantial earned income. I believe that this year's Finance Act introduced new provisions for taxing married women. Can we benefit from this?

Married people can now be taxed in respect of their earned income as if they were single. This affects both their income tax and surtax, and will generally tend to be of benefit where the earned income totals approximately £5,800.

The rates of my business premises have been substantially increased following alterations. There is a flat above the premises, and in my profit for income tax it has been the custom in the past to take one-third of the rates for personal benefit for the flat, allowing the other two-thirds as a deduction. The Inspector of Taxes proposes a similar adjustment with the new rates. I think this is unfair since the whole increase relates to the business premises.

Can the Inspector insist on the one-third—two-thirds arbitrary division?

There is nothing statutory about this proportion. It is derived from provisions that related to the old pre-1963 Schedule A tax deduction. Accordingly you can deduct the full business rates and not merely two-thirds of the total for the premises.

FILMS

Conference '72. Colour, optical sound. 16 mm. Running time 12 minutes.

This film has been made by Mr Gerald Mee, FPS, a member of the North Staffordshire Branch of the Pharmaceutical Society, as an "advertisement" for the 1972 British Pharmaceutical Conference at Keele University, Stoke-on-Trent.

It was very well received when shown at this year's Glasgow Conference, and is available on loan to the Society's branches on application to Mr W. Ward, 22 Barker House, Ripon Road, Blurton, Stoke-on-Trent.

The film shows Keele's conference facilities and comfortable accommodation, and previews some of the planned social events.

PROFESSIONAL NEWS

Pharmaceutical Society of Ireland

Pharmaceutical Union: the constitution is drawn up

The constitution for a proposed Pharmaceutical Union in Ireland, complying with the regulations for registration as a Friendly Society, has been finalised, said Mr T. R. Miller at the September meeting of the Council of the Pharmaceutical Society of Ireland in Dublin.

He added, however, his opinion that before application for registration was made, the approval of the general body of pharmacists should be obtained at the Wexford congress, starting on October 11.

Given approval, it was hoped that after registration as a Friendly Society the proposed body would be registered as a trade union.

He stated that satisfactory progress had been made since the mandate to proceed had been given at the annual meeting last year. He thanked the organisers in Wexford who had indicated that they were prepared to allocate time for a discussion on the new Union at the coming congress.

A letter was received by Council from the Irish Medical Association, indicating that they would be glad to meet representatives of the Society to discuss the proposal of the Practice of Pharmacy Committee under which pharmacists may engage in pregnancy testing. It was agreed that the Practice of Pharmacy Committee would send a delegation to meet the IMA.

The president, Mr R. J. Power, announced that at the conclusion of the Society's annual meeting in Wexford, it was intended that a discussion would take place on the Health Services with a view to bringing members up-to-date on developments. "This will be a crucial meeting and I think a full attendance is desirable." The president urged all pharmacists—especially those residing in Wexford and adjoining counties—to attend. "We are at the crossroads of pharmacy and it is very important that members be informed of developments."

He added that a fresh offer had been made to pharmacists, and all potential contractors would be circulated in October.

Dispensing doctors

Continuing, the president said that a cause of grave concern to the Council was the proposal that a doctor whose centre of practice is more than three miles from a pharmacy should be permitted to supply medicines to his patients.

As a result of a letter he had written to the Minister for Health, senior officers of the Department had met a deputation from the Council—heated by himself—to protest against that arrangement. The Department officials argued that the proposed arrangement was being introduced for the convenience of patients living in remote areas and that medicines supplied

by doctors would be purchased by them from local pharmacies. It was possible the arrangement could provide a better financial return to pharmacists than if they dispensed prescriptions for the patients concerned.

The Council's representatives pointed out that a fundamental principle was at issue. The State recognised in its legislation that a need existed for specialists in the compounding and dispensing of medicines. Could one equate the end product of four years' academic training—which was necessary to produce such a specialist—with a person, however qualified otherwise, who is merely effecting the physical transfer of medicines as an extension of treatment?

What is 'remote'?

The president added that they accepted the social need for doctors to practise in remote areas but the same need for pharmacists also existed, and the Department's proposal could transform any area more than three miles from a pharmacy into a "remote area."

The Department's officers assured the deputation that it was the Minister's policy that as far as possible medicines should be dispensed through pharmacies and that only a small minority of doctors would undertake to supply their patients' needs.

The registrar, Mr J. G. Coleman, reported that an invitation had been received from M. J. A. Verreydt, general secretary, Pharmaceutical Group of the European Community, to send an observer to a meeting of the General Assembly of the Group in Luxembourg on October 17-20.

Council nominated Messrs Corrigan and Miller to attend the conference as observers. It was stated that invitations had also been sent to the Pharmaceutical Societies of Austria, Denmark, Great Britain, Norway, Spain, Sweden and Greece—countries not yet members of the Community.

Arising out of the Law Committee Report, it was stated that the Society's regulations (pages 53-85) of the Books of Acts and Regulations had been amended, and it was agreed that they be submitted to the Minister for Health for his approval. The amendments, it was stated, were designed to bring the Regulations up-to-date.

It was also agreed that, subject to the opinion of the law adviser, proceedings be instituted against two pharmacies for breaches of the Pharmacy and Poisons Acts.

A letter was read from the director of the Sackville Press indicating that they had contemplated changing the name of *The Irish Chemist and Druggist* to that of *Irish Pharmacy Journal*, and inviting the

Council's views on the matter. After consideration, a majority of the Council favoured retaining the existing title.

The registrar reported that the Department of Education had agreed to transfer a gamma-irradiation unit from Townley Hall, co Meath, to the College of Pharmacy, subject to the provision of suitable laboratory accommodation and other conditions, which the Council had agreed to accept.

It was also agreed to engage the services of an architect to superintend the work of building a suitable block house for the unit and to advertise for tenders for the erection of the building.

The president welcomed newly-co-opted member Mr Eric Burrell to his first meeting of Council.

Replying, Mr Burrell said he had always thought the profession of pharmacy a worthy one and was always proud of being a member. He was especially proud of the honour conferred on him by co-opting him to the Council. Generations of pharmacists over the past 100 years had looked to the Council for guidance and to protect their rights. To-day, beset by so many problems, the profession needed all the advantages which Council could bestow. Stressing the need for unity among all pharmacists, Mr Burrell commented: "We are pharmacists first and other things afterwards." He hoped that unity would be established now—not in the distant future.

Registration changes

The Registrar reported the deaths of Timothy A. Falvey, MPSI; Eugene T. Leonard, MPSI, Asst; John F. McKiernan, MPSI; Margaret Stokes, MPSI; Michael J. Kiernan, Registered Druggist; Anthony J. Doherty, Asst; and J. P. K. Colhoun, LPSI.

Miss Una M. Mullooly, LPSI, was restored to the Register. Marriage certificates having been submitted, the following were granted change of name in the Register: Mrs Maire Coyle (nee Murphy), Asst; Mrs Anna M. Ryan (nee Ryan), Asst. Mary Roche, Gorey, co Wexford, was nominated for Membership.

Elected to Membership: Miss Mary J. S. O'Reilly, Robertstown House, Carlanstown, Kells, co Meath; John J. L. Curran, LPSI, St Joseph's, Donabate, co Dublin; and Richard J. O'Rourke, LPSI, Mountrath, co Laois.

The following changes of address were noted: Mrs Maureen Cahill, LPSI, to Mary Street, Durrow, co Laois; Mrs Mary B. O'Reilly, LPSI, to 35 Shamrock Hill, Clonmel, co Tipperary; Miss Abina McSweeney, MPSI to Killard, Blarney, co Cork; Dr John C. Dowling, MPSI, to 147 Fortfield Road, Terenure, Dublin 6; Robert J. McCullagh, MPSI, to 48 Lower Kilmacud Road, Stillorgan, co Dublin; Henry W. Sheridan, LPSI, to 28 High Street, Sligo; Mrs Maire Coyle, Asst, to 3 Ashgrove Drive, Naas, co Kildare; Mrs Anna Ryan, Asst, to Coohaun, Borrisoleigh, Thurles, co Tipperary; Miss Mary Fitzgerald, Asst, to Woodcliffe, Loughhill, co Limerick; Miss Pauline O'Flaherty, Asst, to 27 Rathgar Avenue, Dublin 6.

At a meeting of the Benevolent Fund which followed, a number of grants were passed for payment.



*Invitation
from*
HOUBIGANT

*Chantilly and Quelques Fleurs, from the House
of Houbigant, are now firmly established as
two of today's favourite fragrances.*

*To capitalize fully on the tremendous sales
potential of these fine products, you are
invited to enquire about becoming an
officially appointed Houbigant retail agent.*

*There are opportunities throughout the
United Kingdom and especially in Scotland.
Existing agency arrangements will be taken
into consideration.*

R.S.U.P

*Please telephone or write to:
The Sales Manager, Houbigant Limited,
Sophia House, 76-80 City Road,
London, E.C.1. Telephone: 01-253 2971.*

The prices are the same as glass bottles too

SHAKE THE BOTTLE

THE MIXTURE

KEEP AWAY FROM FIRE

The result of 3 years extensive research,
McDonald's Cetor PVC dispensing materials
look exactly like glass bottles and the prices
are the same, but there the similarity ends.
Only with the weight of glass, they're far
more durable.

FOR THE BEST BONUS DEAL. ORDER NOW FOR THE BEST BONUS DEAL. ORDE

Chemist & Druggist October 9, 1971

UP TO 10% EXTRA PROFIT ON **FAMEL**

ORDERS PLACED BEFORE 22ND OCTOBER, 1971



ORDERS PLACED BEFORE 22ND OCTOBER, 1971
BONUS DEAL MEANS UP TO 10% EXTRA PROFIT ON

- 8 small Famel Cough Syrup
- 8 large Famel Cough Syrup
- 4 Famel Children's Cough Linctus
- 8 Famel Cough Pastilles
- 4 Famel Children's Cough Pastilles
- 12 Famel Inhalers
- Price to you £5.70

YOUR BONUS TERMS

- 1 Famel display unit plus
- 8 dozen mixed Famel products gives you an extra 5% discount
- 16 dozen mixed Famel products gives you an extra 7½% discount
- 24 dozen mixed Famel products gives you an extra 10% discount
- Plus quantity discounts up to a further 10%



* Massive
NATIONAL Press coverage in
leading newspapers and magazines.

COUGHING
STOP IT
STOP IT
STOP IT
STOP IT
STOP IT

Famel Cough Syrup stops coughs fast, because it contains three powerful ingredients: Menthyl Glycerine, to help get rid of bronchial congestion; Codexin, to aid a good night's sleep; And BP Syrup, to gently soothe throat irritation and coughs. Once you've tried FAMEL Cough Syrup, you'll never be without some in the house - at the ready for fast relief when coughs strike in the family.
Don't forget FAMEL Throat Pastilles for daytime use.

FAMEL
conquers coughs fast



* High frequency TV support in high population TV areas throughout the winter cough season.

FAMEL CHILDREN'S COUGH LINCTUS

- * Brand leader in chemists.
- * Most heavily advertised children's cough linctus.
- * Growing annual market share.
- * One size – chemist only.

For extra profit buy now with your FAMEL Bonus order.

FAMEL INHALERS

- * A chemist only product.
- * Following successful 1970 Launch.
- * Now in the FAMEL bonus to give even greater profit potential.



INTRODUCING FAMEL INHALANT CAPSULES

Steam Inhalant Treatment for fast relief of nasal and bronchial catarrh and congestion.

- * Introductory offer 12 charged 10.
- * Trade price per dozen £1.40.
- * Retail price 19p.
- * The new convenient way to steam inhalation.



HEMIST & DRUGGIST

Price service

'Contac 400'
for 12 months
continuous profit!

ENDMENT TO JUNE ARTERLY PRICE LIST

de prices are given per unit unless otherwise stated. Bold upright figures (14) in the retail column indicate the price is subject to resale price maintenance. Italic figures (0.14) is manufacturer's recommended price. Upright figures (0.14) is a tested guide.

Price advanced. *r* = Price reduced.

New entry. *d* = Delete.

Correction. *i* = Insert.

	Trade £.p	Tax £.p	Retail £.p
SERT (2 Abbott) ge 2 g (1530 Fisons)	0.60	†s1s4A
(1599 Winthrop) ts 25 g 250 1000	1.53dz 0.83 2.64	0.46dz	0.23 1.24½
JUN (1305 WB) ts 25 100 500	0.14 0.44 1.76	0.21 0.66 2.64
OLIN (518 Glaxo) d new formula	10 ml 50 ml	0.68 0.225
. (671 Jeyes) existing entry	d	i	0.09 0.30
CK (671 Jeyes) sols, alpine, lilac ne, springtime	283 g	1.90dz
es wick	2.28dz	0.25
fill	1.90dz	0.21
CID (187 BS) drops †s4BTS	2.36dz	0.26
spray †s4BTS	i	i	
AN (1352 Wyeth) 40 g (1364 HMS)	0.135	0.04	0.22
colostomy bags 24	2.15		
adjustable elastic belt pr. 0.275			
ANDRA (1364 HMS) stomy bags			
12 x 4 in 12 x 5 in 12 x 6 in 12 x 8 in 24 x 4 in 24 x 5 in	0.36 0.40 0.65 0.75 0.43 0.43		
MINTS (843 ML) ets 8 20	0.67dz 1.41dz	0.19dz 0.40dz	0.09 0.19
EE (1071 Robins) ules with vit. C 15	0.28	0.42
NURBY'S (34 A&H) currant pastilles 1 lb	d	

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p	
ALUDROX (1352 Wyeth) gel	200 ml 500 ml	0.12 0.27	0.16 0.36½	ARthro-PAD (1127 Seton) (distributors 93BJ)			
	260	0.88	1.17	support bandage small medium large	0.50 0.57 0.63 0.75 0.85 0.95	
	tablets	0.23	0.30½				
	500	1.32	1.76	ASCOXAL (68 Astra) granules tablets	60 g 24	1.52 3.30dz	
ALUPHOS (1530 Fisons) gel	170 ml 2.25 ml	1.41dz 15.00dz	0.17	0.99dz	144	1.38	
	tablets	50	1.50dz	ASPRO (893 Nicholas) junior tablets soluble	24 8	0.775dz 0.50dz	
	50	1.50dz	0.19	24 1.20dz	0.215dz 0.15dz 0.36dz	0.10 0.06½ 0.15½	
ALUZYME (973 PYP) powder	125 g 250 g	2.50dz 4.50dz		ASTRAFER I.V. (68 Astra) ampoules 5 ml	5	0.47	
	500	2.60dz		ASTRAL (412 Elida) cream	small popular family economy		
	1000	4.65dz		hp	0.97dz 1.47dz 2.65dz 3.845dz	0.435dz 0.66dz 1.195dz 1.73dz	
	5000	1.85			5.77dz	2.595dz	0.14 0.22 0.40 0.58
	30000	10.60			A. T. 10 (1599 Winthrop) soap bath solution	.. 15 ml	0.895dz 1.20	0.27dz 0.11
AMESEC (413 Lilly) Enseals	100 500	0.42 1.88	0.63 2.82	AURACET (1305 WB) eardrops	15 ml 200 ml	0.16 0.92	
	1000	0.42	†s1s4A	0.05 ..	0.05 ..	0.29 1.38	
Pulvules	5000	1.88	2.82	AURALGICIN (1530 Fisons) 12 ml	2.06dz	+	
	5000	18.29	27.44				
AMYTAL (413 Lilly) tablets 15 mg 30 mg	500 500	0.26 0.33	0.39 0.50				
	5000	2.86	4.29				
	50 mg	500	0.43				
	5000	3.77	5.66				
	100 mg	100 500	0.17 0.68				
	5000	6.33	9.50				
	200 mg scored	100 500	0.30 1.33				
	100	0.30	0.45				
	500	1.33	2.00				
and acetylsalicylic acid								
Pulvules	100	0.33	0.50				
and ephedrine Pulvules	100	0.38	†s1s4A				
ANAXERYL (115 Bengue) ointment	40 g	0.18	0.055	0.29½				
ANDRE PHILIPPE (48 AP) bath essence	9	3.00dz	1.35dz	0.49				
soap guest ovals (6)	31	2.50dz	0.75dz	0.36				
Angel Face (256 CPL) existing entry				d				
ANGEL FACE (256 CPL) all-in-one make-up	..	2.32dz	1.045dz	0.35	i			
blush & gloss	..	2.98dz	1.34dz	0.45				
eye liner liquid	..	1.92dz	0.865dz	0.29				
eye shadow cream	..	1.92dz	0.865dz	0.29				
powder	..	1.92dz	0.865dz	0.29				
fashion compact	..	2.59dz	1.165dz	0.39				
refill	..	1.92dz	0.865dz	0.29				
lipstick	..	2.32dz	1.045dz	0.35				
liquid make-up	..	2.32dz	1.045dz	0.35				
mascara automatic	..	3.18dz	1.43dz	0.48				
ANGIER (172 BMCL) children's cold relief drink	0.115	0.035	0.20					
ANGISED (208 BW) tablets 0.5 mg	100 500	0.16 0.54	0.24 0.81				
ANTALBY (115 Bengue) suppositories, adult and child	6	0.25	0.07½	0.41	†s7			
tablets	30	0.25	0.07½	0.41	†s7			
ANTISTIN (262 CIBA) tablets 500	d				
Antistin (976 PL) existing entry				d				
ANTUSSIN (976 PL) family formula	2 oz	2.205dz	0.23	†			
	4 oz	3.60dz	0.37½	†			
AQUAVIRON B12 (894 Nicholas) ampoules 1 ml	2	0.45	0.67½				

RETAIN

all supplements July 24 to August 28 inclusive. They contain information that will not be repeated.

BACTRIM (1074 Roche)
insert †s4BTS

BARQUINOL HC (1530 Fisons)
15 g 2.69dz 0.34 TS

BATHJOYS (1038 R&C)
body shampoo sachet 1.785 (4 dz) 0.535 0.06
bubble bath sachet 1.48 (4 dz) 0.445 0.05

BAYCARON (452 FBA)
tablets 25 mg 50 1.24 1.86
150 3.52 5.28

BAYOLIN (452 FBA)
ointment 35 g .. 0.18 0.05 0.32

BEAR BRAND (1449 R&CFD)
tub honey 8 oz 2.00dz 0.20

BENORAL (1599 Winthrop)
caplets 0.5g 100 1.43 0.43
suspension 20% 300 ml 1.77 0.53

40% 300 ml 3.43 1.03

BENVIL (113 Bencard)
BERKDOPA (117 BPL)
tablets 500 mg 100 3.36 †s4B
500 16.40 †s4B

BERKFURIN (117 BPL)
insert TS

the most versatile digitalis glycoside

LANOXIN* DIGOXIN



TABLETS • SOLUTION • INJECTION • PAEDIATRIC ELIXIR

BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT. *Trade Mark

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
OL (452 FBA)				FURASOL (1153 SKF)				INSULIN (147 Boots)			
ts dp30	0.59	..	0.89 TS	insert TS				20 units	10 ml	0.15
ts dp150	2.67	..	4.01 TS	FUROXONE (1153 SKF)				40 units	5 ml	0.15
NSE (412 Elida)				insert TS				100 units	10 ml	0.27
spray	..	3.98dz	1.79dz	GALE'S (1449 R & CFD)				80 units	5 ml	0.27
BETH ARDEN (60 Arden)				honey set and clear 1oz	0.37dz	0.03%I	10 ml	0.48	0.64 ts7
s in shield	1.20	½ lb	1.30dz	0.13	globin zinc			
DIAMANT (1528 Capucci)				1 lb	2.18dz	0.22	40 units	5 ml	0.15
lip paste	..	2.90dz	0.87dz	7lb	1.195			80 units	5 ml	0.30
(848 Minnesota)				GANTANOL (1074 Roche)				isophane (N. P. H.)			
bers yeast tablets	50	1.23dz	insert +s4BTS				40 units	10 ml	0.30
100	1.87dz	0.22%	GANTRISIN (1074 Roche)				80 units	10 ml	0.60
250	3.10dz	0.37%	insert +s4BTS				protamine zinc			
& brewers yeast tablets				GASTRILS (1154 SNP)				40 units	5 ml	0.15
50	1.23dz	0.14%	pastilles	24	0.25	0.075	80 units	10 ml	0.30
100	1.87dz	0.22%	240	2.10	0.63	3.78	10 ml	0.60	
250	3.10dz	0.37%	GENACORT (1530 Fisons)				amorphous (semilente)			
ENE (1352 Wyeth)				cream/ointment 0.5% 5g				40 units	10 ml	0.30
25 ml	0.11	0.035	0.18	1% 5g				80 units	10 ml	0.60
100 ml	0.285	0.085	0.46%	Gerber (200 B&P)				crystalline (ultralente)			
n (1114 SEF)				Gerber (315 CPC)				40 units	10 ml	0.30
GEN (1499 RHM)				junior foods				80 units	10 ml	0.60
ative biscuits				fruits	6 oz	0.74dz	Nuso			
2	1.04dz	0.10%	GERMAINE MONTEIL (1486 GM)				40 units	10 ml	0.30
36	1.337dz	0.13%	Super Moist body fluff			80 units	10 ml	0.60
FRAM (1530 Fisons)				GEROVITAL H3 (1251 TTC)				amorphous (semilente)			
150 ml	10.31dz	1.29 TS	face cream	1.66	2.50 i	40 units	10 ml	0.30
KOMIDE (291 Consolidated)				hair lotion	1.66	2.50	80 units	10 ml	0.60
t +s4BTS				GIBBS (412 Elida)				crystalline (ultralente)			
SORB (1352 Wyeth)				dentifrice	..	0.69dz	0.205dz	40 units	10 ml	0.30
ts (vet.)	50	0.80	GINETRIS (227 Erba)				80 units	10 ml	0.60
250	3.75	5.00 TS	vaginal tablets	24	1.42	Nuso			
OL (452 FBA)				GIN-FIZZ (Lubin (957 Perl))				40 units	10 ml	0.30
ules 10 ml	5	0.66	eau de toilette opaline	620	2.13 TS	80 units	10 ml	0.60
25	3.00	4.50	621			novolente			
LAUDER (425 ELC)				GIVENCHY III (1589 Givenchy)				40 units	10 ml	0.30
dry skin astringent	2.20	perfume	⅓ oz	0.07%	80 units	10 ml	0.60
up mask	2.10	⅔ oz			novosemitente			
UN (1154 SNP)				⅔ oz			40 units	10 ml	0.30
drous	500 g	0.45		1oz			80 units	10 ml	0.60
4 k	2.60			2oz			novoulente			
ous	500 g	0.35		60 cc			40 units	10 ml	0.30
DRIN (1599 Winthrop)				110 cc			40 units	10 ml	0.30
15 ml	0.20	0.30 †	220 cc			40 units	10 ml	0.30
RE (443 Elyre)				GLUCAGON (413 Lilly)				novoprotamine zinc			
ake-up remover		1.94dz	0.85dz	ampoules dry powder	1mg	1	1.65	40 units	10 ml	0.30
clens N'Curl		1.94dz	0.85dz	10mg	1	5.89	8.84	80 units	10 ml	0.53
ix		1.94dz	0.85dz	GLUMORIN (452 FBA)				novorapillard			
polish remover		1.94dz	0.85dz	tablets 30 bu	100	2.87	4.31	40 units	10 ml	0.35
HISTIN (452 FBA)				GROSSMITH (545 Grossmith)				80 units	10 ml	0.69
ension	100 ml	0.29	talcum white rose and				novob. p.			
ts 0.05 g	20	0.20	cucumber	2.04dz	0.89dz	0.35	20 units	10 ml	0.15
250	2.41	3.62 ts7	G. T. 50A (503 G)				40 units	10 ml	0.27
AX (1068 Roberts)				G. T. 50B (503 G)				80 units	10 ml	0.48
ts	..	0.55dz	0.16dz	GUANIMYCIN (34 A&H)				INTAL (1530 Fisons)			
..	1.10dz	0.33dz	0.16½	insert +s4BTS				Spin caps	30	21.26dz
GETS (1599 Winthrop)				HAELEN (378 Dista)				50	33.29dz	2.66
ges	20	0.12	cream/ointment 60 g	0.61			compound	50	33.29dz
OL-G (228 Carlton)				HAELEN-C (378 Dista)				lozenges 10 mg	16	0.09
220 ml	0.40			cream/ointment 30 g	0.41			JECTOFEVER (68 Astra)			0.14
(117 BPL)				HALMAGON (801 MP)				ampoules 100mg x 2ml	10	1.55	
ts	500			HEATHERCLEAN (588 H&H)				100	14.03		
EAVAX (208 BW)				small	0.98dz	0.29dz	0.15	syringe pack 2ml	10	2.34	
ules	1 ml	0.60	large	1.63dz	0.48dz	0.25	tablets	100	0.58	
10 ml	5.00	0.90	HEMINEVRIN (68 Astra)				JECTORAL F (68 Astra)			
NA (51 ACP)				capsules	100	2.67		tablets	30	0.33	
gel	0.60	0.27	1.25	injection/infusion				JOHNSONS (673 JofH)			
age glove	0.90	0.27	1.65	solution vial	100 ml	0.53		Afgacolour processing outfit			
AREL (472 Fontarel)				bottle	500 ml	1.97		developer outfit	..		
arin Cologne aerosol				tablets	100	2.67		..	1.50		2.25
le eye/ear drops	0.99	HEWLETT (68 Astra)				..	0.745	1.12
YCORT (1530 Fisons)				antiseptic cream	tube	1.19dz	0.36dz	KAOVAX (901 Norton)			
n	20 ml	6.19dz	400 g	0.59			insert +s4BTS			
ment	15 g	6.25dz	3 k	3.34			KAYKILL (1068 Roberts)			
halmic	3.5 g	2.06dz	teething jelly	1.10dz	0.33dz		rodenticide drum	No.1	0.85dz	0.10½
le eye/ear drops	0.99	HIPREX (1061 Riker)				No.2	1.63dz	0.21
5 ml	3.63dz	0.45 TS	tablets	100	2.00	3.60	bag	No.3	0.45	0.70
YGEN (1530 Fisons)				synup	450 ml	0.51	0.92 ts7DDI	No.4	0.93	1.42½
n	15 g	3.00dz	2.251	2.25	0.68	4.06 ts7DDI	KAY'S (1068 Roberts)			
halmic	3.5 g	1.25dz	HOT PANTS (1131 Shulton)				linseed compound	..	0.89dz	0.13
le eye/ear drops	0.99	come clean body foam	185 cc	6.04dz	0.95	0.27dz	0.26½
5 ml	2.81dz	0.35 TS	cool off Cologne	185 cc	5.44dz	0.95	KELFIZINE (973 Pharmitalia)			
de powder	500 mg	12.75dz	foam in bath bubbles	185 cc	2.38dz		insert +s4BTS			
ts 500 mg	20	56.25dz	jet spray Cologne	48 g	4.88dz	0.85	KEMICETINE (227 Erba)			
100	217.50dz	27.19 TS	syrup	100 ml	0.30	0.45 TS	powder B.P.	5 g	0.71
YSPRAY (1530 Fisons)				tablets 300 mg	12	0.26	0.39 TS	sterile powder	1 g	0.50
sol	110 g	22.13dz	100	1.66	0.30	25 g	3.00	4.50 TS
I'n DAINTY (506 Gerhardt)				500	7.97	0.29 TS	100 g	10.00	15.00 TS
de lis spray	120 g	2.52dz	1.135dz	HOT PANTS (1131 Shulton)				KENADEX (978 PYP)			
IN (747 Leo)				impermeable bandage	2.16dz	0.26	extract	7/oz	1.76dz
10 g	0.35	0.53 TS	IMPERACIN (649 ICI)				15oz	3.04dz	0.22
25 g	0.75	1.12½ TS	capsules	16	0.20	0.30	6lb	1.44dz	0.38
ment	10 g	0.33	100	1.17	0.75	KEYBELLS (1068 Roberts)			
25 g	0.72	1.08 TS	1000	10.34	TS	glycerine & honey	..	0.84dz	0.12
tulle gauze	10 x 10 cm	0.40	1000	1.66		glycerine lemon & ipecac	..	0.25dz	1.91 †
IN H (747 Leo)				500	7.97	0.86dz	1.32
ment	10 g	0.36	1000	1.17		KIDNAMIN (930 P&B)			
25 g	0.77	1.15½ TS	1000	10.34		tablets	200	10.20	
CIN (1153 SKF)				1000 ml	0.31		KINIDIN DURULES (68 Astra)			
t TS				16	0.20		tablets	100	4.50	
N (251 CD)				100	1.17		250	10.50		
t TS				1000	10.34		KLINTEX (1331 RW)			
				1000	10.34		night gloves	0.17	0.25

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
LABOPRIN (718 LAB) tablets	24	0.30	..	0.45	MALLORY (790 Mallory) photographic batteries				MORTHA (1305 WB) ampoules		
LANCOME (726 Lancome) nail products					PX1	No.1 1.5 ml	5	0.50
base coat					PX19	100	6.30	..
enamels plain					PX21	100	9.45	tsl
pearlised					PX23	5	0.60	..
remover					PX24	tablets 100	2.40	..
topcoat					PX400	500	10.14	..
LANOXIN (208 BW) elixir 0.05mg/1ml	60 ml	0.34	..	0.51	PX401	MORTHA (1305 WB) ampoules		
injection 0.5mg/2ml	5	0.28	..	0.42	PX450	No.1 1.5 ml	5	0.50
25	1.30	1.95	PX625	100	6.30	..
LARGACTIL (971 PSMB) suspension forte	150 ml	0.80	..	1.20	PX825	100	9.45	tsl
1 l	4.325	6.50	M114	5	0.60	..
LASONOL (452 FBA) ointment	14 g	0.20	..	0.30	M122	tablets 100	2.40	..
40 g	0.53	0.80	MARIVAX T. H. V. (208 BW) vaccine living (vet.)				500	10.14	..
LEDERKYN (746 Lederle) insert	†s4BTS				250 dose	12.75	MORTHA (1305 WB) ampoules		
LEM-SIP (1037 Reckitt) cold relief	1.59dz	0.442dz	0.21½		15.00				No.1 1.5 ml	5	0.50
2.85dz	0.79dz	0.38½			MARY QUANT (876 MP) greasepots	3.36dz	1.51dz	0.57	100	6.30	..
LESTREFLEX (1127 Seton) (distributors 93BJ) elastic diachylon bandage					mascara mini colour	2.80dz	1.26dz	0.50	100	9.45	tsl
BPC ventilated or fully spread	3in	3.36dz	..	0.42	MAWS (810 Maw) baby lotion	347.07	2.37dz	0.71	5	0.60	..
	4in	4.36dz	..	0.54	junior shampoo	348.03	2.44dz	0.73	tablets 100	2.40	..
LEVOPA (824 MCP) capsules	250mg	100	2.16	†s4B	support tights	1.60	500	10.14	..
	250	5.13	..	†s4B	MAX FACTOR (813 MF) brush-on blusher	0.514	0.22	0.99	MORTHA (1305 WB) ampoules		
	500mg	100	4.10	†s4B	moisturising gelee				No.1 1.5 ml	5	0.50
	250	10.05	..	†s4B	cleansing	0.493	0.211	0.95	100	6.30	..
LEXTRON FERROUS (413 Lilly) Pulvules	84	0.47	..	0.71	night treatment	0.778	0.333	1.50	100	9.45	tsl
LIBRESSE (1515 Sancella) sanitary towels	10	0.12	..	0.15	toning	0.441	0.189	0.85	5	0.60	..
LIFEGUARD (893 Nicholas) disinfectant	small	0.725dz	..	0.08	under make-up	0.493	0.211	0.95	tablets 100	2.40	..
	large	1.145dz	..	0.12½	MEDIJECT (615 H&M) insert	†s4BTS			500	10.14	..
	giant	1.565dz	..	0.17½	MELODY (412 Elida) hair colourant	..	2.54dz	1.145dz	MORTHA (1305 WB) ampoules		
Li-Lo (308 Cow) existing entry					MEMOIRE CHERIE (60 Arden) eau de parfum spray	..		0.40	No.1 1.5 ml	5	0.50
LI-LO (308 Cow)					½ oz	100	6.30	..
air cushion 18 x 13 in	0.415	d	2 oz	100	9.45	tsl
print one side	0.475	i	MEN'S CLUB (596 HR) after shave lotion	5	0.60	..
air pillow 18 x 13 in	0.29	tablets 100	2.40	..
print one side	0.375	0.56	emulsion	500	10.14	..
baby pants (elastic leg)					bronzing gel	MORTHA (1305 WB) ampoules		
small, med, large (2)	0.085	0.12½	deodorant stick	No.1 1.5 ml	5	0.50
ex.large (2)	0.10	0.15	eau de Cologne	100	6.30	..
cot sheets 27 x 18 in	1.35dz	0.15dz	0.19	36 x 27 in	talcum	100	9.45	tsl
	2.48dz	0.27dz	0.33		MERTHIOLATE (413 Lilly) tincture	450 ml	0.36	..	5	0.60	..
hot water bottles					2.251	1.26	tablets 100	2.40	..
Airflow junior	0.325	0.49	METANIUM (115 Bengue) powder 25 g	..			500	10.14	..
double heat	0.375	0.56	METHISUL (1089 RPD) insert	†s4BTS			MORTHA (1305 WB) ampoules		
standard	0.395	0.59½	METIGUANIDE (227 Erba) tables	500 mg	100	1.10	No.1 1.5 ml	5	0.50
mejor	0.44	0.66	500	5.25	100	6.30	..
Sheerline	0.395	0.59½	MIDICEL (938 PD) insert	†s4BTS			100	9.45	tsl
Nimbus	0.39	0.58½	MILLOPHYLINE (346 Dales) ampoules	6	5.04dz		5	0.60	..
020700	0.31				48	3.00			tablets 100	2.40	..
020600	0.31				suppositories				500	10.14	..
021100	0.325				child	10	3.60dz		MORTHA (1305 WB) ampoules		
020300	0.35				50	1.35			No.1 1.5 ml	5	0.50
020200	0.35				adult	10	4.56dz		100	6.30	..
021500	0.34				50	1.71			100	9.45	tsl
021680	0.365				tablets 0.1g	100	8.40dz		5	0.60	..
020500	0.365				MIL-PAR (976 PL) 500 ml	3.595dz	0.97dz	0.46	tablets 100	2.40	..
rubber sheeting 36 in x 12 yd	0.265				economy	500	10.14	..
LIMB-EASE (976 PL) tablets	16	1.80dz	..	0.20	MITCHUM (1520 IPM) anti-perspirant cream	1.33	0.40	2.18	MORTHA (1305 WB) ampoules		
	32	3.51dz	..	0.39	liquid	1.33	0.40	2.18	No.1 1.5 ml	5	0.50
LIMMITS (1552 UL) chocolate fruit and nut	1.268dz	0.228dz	0.16	spray	1.33	0.60	2.35	100	6.30	..	
LINGRAINE (1599 Winthrop) tablets	12	0.34	..	†s4B	esoterica cream	..			100	9.45	tsl
LIQUIDENT (229 C&T) oral antiseptic	2.40	original	0.93	0.42	1.68	100	6.30	..	
LOBAK (1599 Winthrop) tablets	50	0.52	0.155	facial	0.93	0.42	1.68	100	9.45	tsl	
	500	4.83	1.45	fortified	1.30	0.585	2.34	100	6.30	..	
LO-CAL (1530 Fisons) instant mashed potato				MONOTHEAMIN (413 Lilly) Pulvules	200 mg	100	0.56	..	100	6.30	..
2½ oz	1.12dz	500	2.55	100	6.30	..	
LOCORTEN N (262 CIBA) shampoo	1.03	0.31	0.03½	and Amytal	100	6.30	..	
	(4 dz)			Pulvules 'A'	..			100	6.30	..	
bottle small	1.08dz	0.325dz	0.14½	100	0.61	100	6.30	..	
medium	1.425dz	0.43dz	0.19	500	2.80	100	6.30	..	
large	2.025dz	0.61dz	0.27	perfumed	25 g	1.53dz	0.69dz	..	100	6.30	..
LOXON (295 CM&R) pellets				200 g	2.40dz	1.45dz	0.51		100	6.30	..
	7 lb			220 g	2.17dz	0.975dz	0.34		100	6.30	..
LUMINAL (1599 Winthrop) tablets	15 mg	100	0.08	shampoo	55 cc	0.90dz	0.27dz	0.13	100	6.30	..
	30 mg	100	0.12	liquid	90dz	0.27dz	0.13		100	6.30	..
	500	0.36		anti-dandruff	90dz	0.27dz	0.13		100	6.30	..
	60 mg	250	0.36	salon size	4.20dz	1.26dz	0.59		100	6.30	..
M & B (971 PSMB) 693 tablets †s4BTS dental cones TS				MORPHY RICHARDS (177 BDA) hairdryer					100	6.30	..
MADRIBON (1074 Roche) insert †s4BTS				Salonaire supreme		100	6.30	..
MAGNOGENE (115 Bengue) tablets	50	0.50	0.15	14.25					100	6.30	..

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p	
SODIUM AMYTAL (413 Lilly)				T.H.A. (1305 WB)				TUBITON (1127 Seton)				
Pulvules 60 mg	100	0.24	..	0.36 †s1s4A	ampoules 2ml	5	0.44	tubular bandages	1	0.22	..	
	500	0.14	..	1.71 †s1s4A		100	5.32	2	0.25	..	0.33	
200mg	5000	10.96	..	16.44 †s1s4A				NCB	0.26	..	0.37	
	100	0.49	..	0.74 †s1s4A	IHALAZOLE (971 PSMB)			2X	0.28	..	0.42	
	500	2.39	..	3.59 †s1s4A	insert †s4BTS			3	0.50	..	0.75	
tablets 60mg	5000	23.13	..	34.70 †s1s4A	THEAN (68 Astra)			3X	0.60	..	0.90	
	100	0.21	..	0.32 †s1s4A	ampoules 400mg/4ml			4	0.70	..	1.05	
	1000	1.66	..	2.49 †s1s4A	suppositories 500mg 10	5	0.47		5	0.80	..	
200mg	5000	8.14	..	12.21 †s1s4A	tablets 300mg 100	100	0.95		6	0.94	..	
	100	0.36	..	0.54 †s1s4A		250	2.12		8	1.12	..	
	1000	3.12	..	4.68 †s1s4A	THEOMINAL (1599 Winthrop)			domestic pack	0.14	..	0.20	
	5000	15.44	..	23.16 †s1s4A	tablets 250	1.35	..	applicators	F/A	0.22	..	
Sofra-Tulle (1087 Roussel) existing entry			d						2X	0.44	..	
SOFRA-TULLE (1087 Roussel)			i	THIAZAMIDE (971 PSMB)					3	0.50	..	
pieces 10 x 10 cm (10)	0.50	insert †s4BTS					3X	0.54	..	
tins 10 x 10 cm	0.33	TONSILIN (1599 Winthrop)					4	0.60	..	
SOLIWAX (289 Concept)				tablets 40	0.47		5	0.74	..	
capsules	10	0.24	..	TOPILAR (1584 Syntex)					6	0.80	..	
SOLUVONE (378 Dista)				insert TS				bandage clips (50)	1053	0.65	..	
injection 5 vial	0.50	TOSMILEN (68 Astra)				TYNAL (413 Lilly)				
SPARINE (1351 Wyeth)				eye drops 0.25% 5 ml	0.55	Pulvules 100mg	100	0.35	..	
injection (vet) vial	10 ml	0.30	..	0.5% 5 ml	0.69	500	1.68	..	0.53	
SPRAY MATE (506 Gerhardt)	30 ml	0.80	..	0.40 †s4B	TREND (1467 Trend)			5000	16.39	..	2.52	
deodorant 120 g	2.80dz	1.26dz		adhesive	0.55dz	0.25dz	0.13	200mg	100	0.58	..	
STERAMIDE-AG (1305 WB)				eye liner brush	0.60dz	0.27dz	0.14	500	2.67	..	0.87	
insert †s4BTS				eye shadow brush	0.60dz	0.27dz	0.14	5000	25.56	..	4.01	
STILBAGEN (68 Astra)				TRENIMON (452 FBA)				TYLAN (1477 Elanco)				
tablets	100	0.22	..	ampoules 5	3.49	insert TS				
STIMPLETTE (1352 Wyeth)				capsules 0.5 mg 30	2.32	TYLAN 50 (1477 Elanco)				
STREPSILS (147 Boots)				TRIBRISSEN (208 BW)				insert TS				
lozenges	24	1.08dz	..	injection 48% 50 ml	2.59	TYLAN 200 (1477 Elanco)				
STREPTOTAUQUINA (378 Dista)				oral suspension 200 ml	8.40	insert TS				
1.0g/2ml	5	0.36	..	TRICADERM (1176 Squibb)				ULTANDREN (262 CIBA)				
STREPTOMYCIN (378 Dista)				solution 25 ml	2.00	tablets 25		
sulphate 0.1g	10	0.45	..	TSABRA (1387 L of L)	cotton wool 75 g	0.12	..	ULTRACORTENOL (262 CIBA)				
1.0g	5	0.36	..	110 g	0.15	ampoules 10 mg		
STROMBA (1599 Winthrop)				TUBIFOAM (1127 Seton)	(distributors 93BJ)			UMBRADIL (68 Astra)				
tablets 5 mg	50	1.79		dressing (12)	550	0.74	..	viscous U 40 ml	8.80dz	..		
	200	6.16		G4	0.74	URABAND (1127 Seton)				
SUCCINYL SULPHATHIAZOLE (971 PSMB)				G4RT	2.63	..		(distributors 93BJ)				
insert †s4BTS				G4X	2.63	..		zin paste, ichthammol				
SUCRETS (837 MSD)				G5	2.96	..		and urea bandage	2.16dz	..	0.26	
	24	1.32dz	0.395dz	G6	3.36	..		URELIM (1305 WB)				
SULFAPRED (1301 WM)				G7	3.78	..		tablets 0.5g	100	1.60	..	
insert †s4BTS				G9	4.48	..		500	7.20	..	2.40	
SULFASUXIDINE (837 MSD)				G10	6.30	..		UROLUCOSIL (1310 WW)				
insert †s4BTS				flesh colour	G4	2.38	..	insert †s4BTS				
SULFATHALIDINE (837 MSD)				G4RT	2.77	..		UROMIDE (291 Consolidated)				
insert †s4BTS				G4X	2.77	..		insert †s4BTS				
SULFEX (1153 SKF)				G5	3.08	..		UROPOL (171 BLL)				
insert †s4BTS				tubular supporting	6.25cm x 1m (G4)	0.16	..	insert †s4BTS				
SULPHADIAZINE (837 MSD)				7.50cm x 1m (G4X)	0.18	..		VACCO (1265 Vacco)				
insert †s4BTS				10.00cm x 1m (G5)	0.20	..		flasks				
SULPHADIAZINE (971 PSMB)				3.75cm x 1m G3	0.25	..		de luxe	VLP	..	0.59	
insert †s4BTS				6.25cm x 1m G4	0.29	..		master minor VMS/H	0.49	
SULPHAMAGNA (1352 Wyeth)				7.00cm x 1m G4RT	0.33	..		standard VMS	0.53	
suspension (vet)	500 ml	0.94	..	7.50cm x 1m G4X	0.33	..		major VMS/D	0.80	
SULPHONET (1127 Seton)				10.00cm x 1m G5	0.37	..		family VMS/Q	0.88	
(distributors 93BJ)	tulle	3 1/4 x 3 1/4 in 10	1.68dz	0.20 †TS	11.25cm x 1m G6	0.40	..	best buy minor	VBBH	..	0.49	
	36	2.88dz	..	0.35 †TS	16.50cm x 1m G7	0.47	..	standard VBB	VBB	..	0.53	
SULTRIN (922 Ortho)	strip	3 3/4 in x 5yd	3.60dz	0.44 †TS	22.00cm x 1m G9	0.57	..	major VBBBD	VBBBD	..	0.80	
				33.00cm x 1m G10	0.77	..		family VBBQ	VBBQ	..	0.88	
SUNBEAM (1199 Sunbeam) existing entry			d	support bandages	7	0.83	..	carnival	VCH	..	0.49	
SUNBEAM (1199 Sunbeam)			i	8	1.90	..		VC	VCD	..	0.53	
hair dryer	Lady Sunbeam SH1	6.46	1.94	10.55	8 1/2	1.10	..	VCQ	VCF	..	0.88	
	floor stand SHFS1	1.44	0.16	2.08	9	1.20	..	tea flask standard	TF2	..	0.69	
overblankets	single GSB-1	7.62	2.29	12.45	10	1.43	..	family TF/Q	TF/Q	..	1.07	
	double GSDB-1	8.80	2.64	14.37	11	1.56	..	refills	master and tea flask			
	GDDB-1	9.97	2.99	16.28	11 1/2	1.83	..	standard	RS	..	0.33	
underblankets	single GSU-3	4.68	1.40	7.64	12	1.26	..	family	RF	..	0.55	
	double GDU-3	5.85	1.76	9.56	13	1.50	..	cups & lids	VCH, VBBH & VMSH			
shavers	International GL0	7.62	2.29	12.45	14	1.63	..	VLP	0.08	
	Shavemaster							stoppers 8 oz & 16 oz	0.08	
SURBEX T (2 Abbott)	XSM1000	9.97	2.99	16.28				jars	JS	..	2.75	
Filmtabs	100	1.50	..	2.25				refill.	JR	..	1.80	
SWEETEX (751 ILL)	tablets	500	2.07dz	0.23				jug tea/coffee	QJ	..	1.39	
	2000	6.84dz	..	0.76				PQJ	1.23	
SYNALAR (649 ICI)	anal ointment	15 g				VAN MEERS (898 Northern)				
	suppositories	12				Dutch drops	0.08	0.025	0.14	
SYNANDONE-N (649 ICI)				d				capsules	0.08	0.025	0.14	
TABLAX (208 BW)	tablets 25			d	H34	0.30	..	VARICO (1127 Seton)				
TABLOID (208 BW)	cascara sagrada 300 mg			d	H56	0.40	..	(distributors 93BJ)				
	packs of 100				H78	0.44	..	leg bandage	..			
TARBAND (1127 Seton)	(distributors 93BJ)				HT1	0.80	..	3in x 3yds	0.46	..	0.68	
	zinc paste and coal tar bandage				HT2	0.84	..	VASOSULPH (61 APC)				
TELEPAQUE (1599 Winthrop)	tablets	36	1.40	0.26				insert †s4BTS				
								VASYLOX (208 BW)				
								nasal spray puffer	0.16	..	0.24	
								solution	15 ml	0.16	..	0.24
								VELBE (413 Lilly)				
								ampoules dry powder				
								10mg	10 ml	4.41	..	6.62
								VENO'S (104 BP)				
								hot lemon cold remedy for children				
								sachets (5)	1.51dz	0.455dz	0.20	
								VACUTAN (1305 WB)				
								cream 1%	25 g	0.18	0.055	0.32
								200 g	0.66	0.20	1.19	
								emulsion 1%	100 ml	0.36	0.11	0.65
								400 ml	0.90	0.27	1.62	

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
55 RM) 44 cough				XYLOCARD (68 Astra)			
2 oz	2.135	0.64	0.29 †DD1	solution 2% disposable syringe			
4 oz	3.385	1.015	0.46 †DD1	5 ml x 5	1.79
55 RM) Lancs area only pray	3.09dz	0.925dz	0.42	solution 10% disposable syringe			
(413 Lilley)				5 ml x 10	4.40
\$	100	0.67	0.20	XYLODASE (68 Astra)			
120 ml	0.28	0.08	0.50 †s7	tube	15 g	2.64dz	..
450 ml	0.85	0.23	1.51 †s7				
ME (208 BW) t vaccine (vet.)				XYLOPROCT (68 Astra)			
40 ml	0.72	..	1.08	ointment	15 g	7.50dz	..
240 ml	4.00	..	6.00	suppositories	10	0.52	..
le disease							TS
g) freeze dried Sota strain)				ZINCABAND (1127 Seton)			
1000 doses	1.70	..	2.00	(distributors 93BJ)			
RM (1154 SNP)				zinc paste bandage		2.16dz	..
150 ml	0.32	..	0.49 †s4B				0.26
500 ml	0.81	..	1.21½ †s4B	ZOTOS (128 Biometica)			
650mg	50	0.38	..	hair repair-conditioner			
	250	1.44	..	21 cc	0.90dz	0.39dz	0.14
150 mg	25	0.16	..	ZUBES (1068 Roberts)			
	500	0.95	..	cough sweets	..	0.55dz	0.08
DR. (761 Lilia-White)				mixture	..	1.00dz	0.30dz
towels				ZUPAVITIN (1549 Barclay)			
free	size 1	1.45dz	..	slimming soup	3	0.40	..
	2	1.65dz	..				0.60
enders					
ON (1339 Wilkinson)							
shaving system		8.22dz	2.47dz				
er blades (5)		4.08	1.23				
	(20 pkts)	(20 pkts)	0.36				
YMPH (412 Elida)							
ourant		3.465dz	1.56dz				
NE (68 Astra)			0.54½				
opoulos				CARTERS (232 Carters)			
10ml	20	1.10	..	all-in-one canned brew	6.25dz
20ml	5	0.94	..	herb care shampoo			0.75 •
5ml	50	2.09	..	sachet	1.90	0.57	0.07
10ml	20	1.24	..		(50)	(50)	
20ml	5	1.02	..	rosemary shampoo	..	1.35	0.405
2ml	100	2.07	..		(50)	(50)	0.05
25ml		0.23	..	vitamin C health drink	0.44	..	0.65
2ml	100	2.75	..				
5ml	50	2.34	..	COMET (810 Maws)			
blue				hairstopper	..	0.305	0.09
2.2ml	100	2.20	..	Regal	..	0.46	0.14
				blades	..	1.46	0.44
50ml		0.23	..		(20pkts)	(20pkts)	0.15
20ml	5	0.55	..				
50ml		0.24	..	CUTEX (256 CPL)			
20ml	5	0.59	..	Blinkers	..	2.53dz	1.24dz
50ml		0.25	..	INSIDON (501 Geigy)			0.45 •
enaline 1-200,000				tablets	100	1.02	..
es					30
10ml	20	1.24	..	K.H.3 (1490 IAPS)			†s4B
			†s4B		150	4.74	1.42
				KODAK (711 Kodak)			8.43 +
				Instamatic "55X"	3.06	1.375	6.08 •
				colour outfits "55X"	3.60	1.52	6.91
				"155X"	4.84	2.08	9.38
				"255X"	7.14	3.115	13.95
				"355X"	12.92	5.50	25.09
				case H35	0.45	0.205	0.89
				133X; 233X; 333X			d
				MYOTONINE (521 Glenwood)			a
				chloride tablets			
				5 mg	100	0.50	0.66
				10 mg	100	0.62	0.83
				25 mg	100	0.76	1.01
				PASKALIUM (521 Glenwood)			
				Envules 3 g	100	2.84	3.79
				powder	500 g	3.82	5.10
				tablets 0.5 g	1000	4.32	5.76
				POTABA (521 Glenwood)			
				capsules 0.5 g	240	2.96	3.94
					1000	11.14	14.85
				Envules 3 g	40	3.27	4.36
				tablets 0.5 g	120	1.30	1.73
					1000	8.96	11.95

AMENDMENTS TO KEY TO SUPPLIERS

7 Isovac = Addis Isovac Ltd, Brushworks, Hertford 4221.
 49 A & V = Antibiotics & Vitamins Ltd, 43 Worship Street, London E.C.2.
 177 BDA = British Domestic Appliances Ltd, Peterborough, PE2 9JB, Peterborough 68989.
 299 C & T = Cosmetics and Toiletries, 5 Grosvenor Road, Ettingshall Park, Wolverhampton.
 301 Coty = Coty Ltd, Great West Road, Brentford, Middlesex, 01-560 5282.
 315 CPC = CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey, Esher 62181.
 490 GAF = GAF (Great Britain) Ltd, Photo Products Division, P.O.Box 119, 99 Camberwell Station Road, London S.E.5, 01-274 6272.
 710 Knox = Knox Laboratories Ltd, 5 Western Road, Aston Clinton, Aylesbury, Bucks.
 938 P D = Park Davis & Co, Usk Road, Pontypool, Mon., NP4 8YH, Pontypool 2468.
 1115 Scotia = Scotia Pharmaceutical Products, 558 Cathcart Road, Glasgow S.2 041-423 1856.
 1261 Ucal = United Chemists (Ucal) Ltd, Ucal Works, London Road, Cheltenham, Glos GL52 6HD, 0242 25421.
 1336 WJ & C = Wilcox, Jozee & Co Ltd, 215 Coldharbour Lane, London SW9 8RX, 01-274 3237.
 1399 TLC = The Luckstone Co, P. O. Box 51, Shipley, Yorkshire BD18 4HZ.
 1499 RHM = RHM Foods Ltd, 10 Victoria Road, London N.W.10, 01-965 6565.
 1514 Brocapharm = Brocapharm Ltd, Trend House, Pyrford Road, West Byfleet, Surrey, Byfleet 45536.
 1515 Sancella = Sancella Ltd, Sancella House, Harpenden, Herts, Harpenden 62268.
 1549 Barclay = Barclay & Sons Ltd, North West House, 119 Marylebone Road, London N.W.1, 01-402 6171.

THIS WEEK'S CHANGES

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
POTABA + 6 (521 Glenwood)							
capsules 0.5 g	240	3.06	..				4.08
	1000	11.23	..				14.97
tablets 0.5 g	120	1.39	..				1.85
	1000	9.08	..				12.10
SAVILON (649 ICI)							
baby care							
gift box		6.50dz	1.79dz				0.95 •
AMENDMENTS TO KEY TO SUPPLIERS							
1070 Windsor = The House of Roberts Windsor, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Mons. Cwmbran 66611.							

Stop press

	Trade £.p	Tax £.p	Retail £.p
CUTICURA (1491 Cuticura)			
hand cream tube	3.08	1.35	0.15 •
	(40)	(40)	
KILWEED (463 Fisons)			
sachets 1	0.113	..	0.17
	4	0.40	..
	12	0.966	..
	1½ lb	2.065	..
			1.45
MOVECTOR (16 AGL)			
dual cine projector
with Movener lens
Variomar lens
			41.14
PLANTGROW (463 Fisons)			
handy	0.16	..	0.24
large	0.32	..	0.48
extra large	0.645	..	0.97
TOM CAXTON'S TRUE BREW (1449 R&CFD)			
kit	8.00dz	..	0.80
			i
TRIO-KIT (1154 SNP)			
contact lens kit			
standard TK3	1.20	0.19	1.79
de luxe TK4	2.25	0.56	3.56
YARDLEY (1355 Yardley)			
lipstick			
Soul Shimmer	..	0.229	0.103
			0.45 •

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IA-LOXIN (Oxytetracycline B.P.)	250 mg. £1.49	£2.87	£5.63
IA-PEN (Penicillin V. B.P.)	125 mg. £0.95 250 mg. £1.83	£1.80 £3.55	£3.50 £7.00
IA-PRAM (Imipramine B.P.)	25 mg. £0.77	£1.44	£2.77
IN-SONE (Prednisone B.P.)	1 mg. £0.20 5 mg. £0.58	£0.35 £1.13	£0.67 £2.22
DEMOCRACIN (Tetracycline B.P.)	250 mg. £1.95	£3.80	£7.50



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	FAMEL SMALL (114 ml)	£0.22½	3 doz.	£1.65	£0.48		
	FAMEL LARGE (228 ml)	£0.34	1 doz.	£2.51	£0.73		
	FAMEL FAMILY (570 ml)	£0.58	½ doz.	£4.29	£1.25		
	FAMEL THROAT PASTILLES	£0.15½	1 doz.	£1.14	£0.33		
	FAMEL CHILDREN'S LINCTUS (100 ml)	£0.21	2 doz.	£1.89	—		
	FAMEL CHILDREN'S PASTILLES	£0.14½	1 doz.	£1.07	£0.31		
	FAMEL INHALER	£0.16	2 doz.	£1.18	£0.35		
	FAMEL INHALANT CAPSULES	£0.19	2 doz.	£1.40	£0.41		
	OPTREX SMALL (110 ml)	£0.22½	3 doz.	£1.65	£0.48		
	OPTREX SMALL (with eye bath)	£0.24	2 doz.	£1.77	£0.52		
	OPTREX LARGE (300 ml)	£0.33	1 doz.	£2.44	£0.71		
	OPTREX FAMILY (800 ml)	£0.58	½ doz.	£4.29	£1.25		
	OPTREX EYE MASK (singles)	£0.07½	2 doz.	£0.50	£0.15		
	OPTREX EYE MASK (cartons)	£0.33	½ doz.	£2.20	£0.64		
	OPTREX OCULAR SYRINGE	£1.15	1 unit	£9.20	—		
	OPTREX EYE OINTMENT	£0.17	1 doz.	£1.36	—		
	OPTREX EYE BATHS	£0.07	1 doz.	£0.45	£0.05		
	OPTREX LENS CLOTH	£0.08	1 doz.	£0.64	—		
	OPTREX CONTACT LENS CARE PRODUCTS						
	OPTREX UNA-PAC Lens Storage Case	£1.39	½ doz.	£11.12	—		
	OPTREX WETTING SOLUTION (55 ml)	£0.54	½ doz.	£4.32	—		
	OPTREX SOAKING SOLUTION (120 ml)	£0.64	½ doz.	£5.12	—		
	OPTREX COMPOSITE UNA-KIT	£2.25	½ doz.	£18.00	—		
	OPTONE EYE DROPS Small	£0.24	1 doz.	£1.77	£0.52		
	OPTONE EYE DROPS Large	£0.31	1 doz.	£2.29	£0.67		
	EYE QEW COSMETIC EYE DROPS	£0.30	1 doz.	£1.85	£0.81		
	PANETS (10's)	£0.09	2 doz.	£0.81	—		
	PANETS (20's)	£0.15	1 doz.	£1.35	—		
	PANETS (50's)	£0.30	½ doz.	£2.70	—		
	PANETS BABY SYRUP (100 ml)	£0.22½	1 doz.	£2.02	—		
	OPTROSE R.H.S. (6 fl. oz.)	£0.14½	2 doz.	£1.31	—		
	OPTROSE R.H.S. (12 fl. oz.)	£0.26	1 doz.	£2.34	—		
	OPTROSE R.H.S. (18 fl. oz.)	£0.36	¼ doz.	£3.24	—		
	FRU-VITA BLACKCURRANT SYRUP (11½ fl. oz.)	£0.18½	1 doz.	£1.56	£0.27		
	QUANT'S WITCH HAZEL (100 ml)	£0.19½	1 doz.	£1.30	£0.38		
*	GON TABLETS (24's)	£0.17½	1 doz.	£1.58	—		
*	GON TABLETS (50's)	£0.30	½ doz.	£2.70	—		
	NOXZEMA SKIN CREAM Tubes	£0.20	1 doz.	£1.24	£0.54		
	NOXZEMA SKIN CREAM Jars	£0.30½	½ doz.	£1.89	£0.83		
	NOXZEMA SKIN CREAM Bottles	£0.30½	½ doz.	£1.89	£0.83		
	NOXZEMA INSTANT SHAVE	£0.38½	½ doz.	£2.58	£0.76		
	TERA-BLEM	£0.32½	1 doz.	£2.18	£0.63		
	OPTULLE PARAFFIN GAUZE DRESSING						
	OPTULLE 24's (3¾" x 3¾")	£0.25	1 unit	£2.00	—		
	OPTULLE CONTINUOUS STRIP 8 yds x 3¾"	£0.45	1 unit	£3.60	—		
	5 yds x 8"	£0.70	1 unit	£5.60	—		
	N.H.S. Dispensing						
	OPTULLE 10's (3¾" x 3¾")						
	OPTULLE 36's (3¾" x 3¾")						
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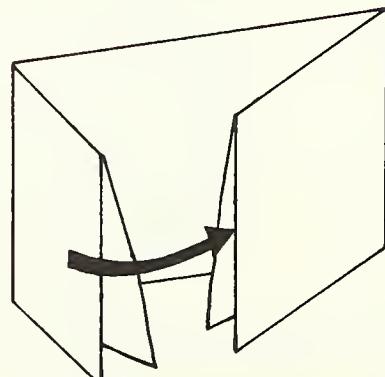
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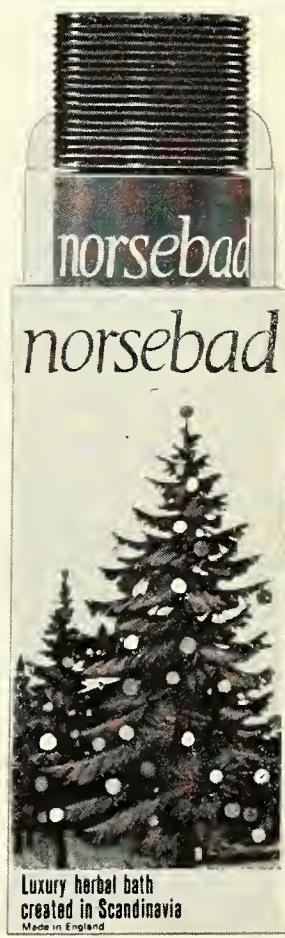
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US prepared for bilateral inspection agreements

The United States has invited other countries to negotiate bilateral agreements on mutual recognition of pharmaceutical procedures.

Mr D. Fine, associate commissioner for compliance of the US Food and Drug Commission, told a symposium on good manufacturing practices in Geneva recently that recognition would be negotiated with any nation which had established inspection systems comparable with that operating in the USA.

The symposium, organised by the International Federation of Pharmaceutical Manufacturers Associations, heard from Mr Fine that the US would offer all assistance within its power to those nations striving to establish such a system. "This help includes participation of foreign inspectors in our drug schools, training sessions in our laboratories for foreign analysts and the exchange of scientific information on the qualities, standards, efficacy and safety of drugs."

Describing the American system and its basis in laws and congressional direction, Mr Fine said "We believe this system is essential to ensure the flow of good quality drugs for any nation."

The US has worked out an agreement with Switzerland, and is studying the convention just reached by the European Free Trade Association, whose members include Britain. The US has also been influential in the creation of the World Health Organisation's good manufacturing practices code and it is understood that the US is modifying its own principles, so that the WHO instrument can be given full backing as a global model.

In an eleven-point position declaration, Mr Fine told other national regulatory officials and the international industry that the US "GMP" regulations were equivalent to or exceeded those of WHO and that the US "would also be prepared to support both EFTA and WHO positions on the exchange of inspection information . . . to enable the health authority of the importing country to recognise the relationship of the exporting country's inspection system to his own."

Importers' right to check

The US, he said, believes that the importing country should be afforded the opportunity to evaluate the adequacy of the controls as exercised by the national health authorities of the exporting country. It could not accept the Common Market position regarding "declaration of validity," as the US did not "license" products.

Mr Fine added that the US believes the quality control of pharmaceuticals should be carried out by national rather than international authorities.

Representatives of the Common Market countries appeared distressed by the constant favourable references to EFTA, and Mr Fine had to assure them that the US would negotiate with members of either large European trading bloc.

Other Europeans felt apprehensive that

the US, although virtually one with the WHO on GMP, might continue to change its regulations. Mr Fine told them that the 1962 amendments "contain a very significant section which has never been implemented: registration of foreign products on a voluntary basis."

Congress was now leading FDA to consider an implementing regulation.

Britain opposes US on efficacy

However, Sir Derrick Dunlop, chairman of Britain's Medicines Commission, took a different line from the US speakers on the question of efficacy. "Apart from safety, control of efficacy cannot be statutory," he said. While he hailed FDA as "the pioneering regulatory agency" which "has made numerous contributions," he said, "I hope we will not imitate them in this area." He felt certain, however, that the "data sheets" required by the Medicines Act would "prevent any more absolutely ineffective and useless drugs from entering the market."

Sir Derrick opposed condemnation of "me-too" products. "Little advances have often happened, as in motor cars," he said, "and we see the profound change over the years. We should be very careful in saying to doctors, 'No, you can't have that new preparation because there's a good one on the market'."

The industry's viewpoint on a code of good manufacturing practice was given by Mr C. J. van Boxtel, board of management, Gist-Brocades Ltd, Netherlands. "Only if general rules are established, accepted and applied by the whole industry . . . and verified by the competent authorities will . . . a completely free circulation of high-standard drugs among the countries be possible," he declared.

He was pleased that WHO's recommendations emphasised conditions throughout manufacture and not simply analytical control of the final product.

Mr van Boxtel offered WHO and its expert committee some proposed changes in the code. These dealt with: definition of a production batch; choice of pharmacopoeia and preparation of monographs by manufacturers; homogeneity of batches; storage of toxic substances and checking procedures before filling. He told WHO that industry recognised the autonomy of quality control from production responsibilities.

Some of the industry's leaders were concerned about the costs inherent in conforming to new international standards, particularly in the context of rising total health care costs.

Mr O. H. Nowotny, of Roche, chairing a panel on the economic implications,

cited the situation in the US where, by 1973, health care would have become the biggest "industry." He urged governments to end the "simple product approach" and adopt the "systems" approach to cost problems. But he doubted that even with "preventive medicine" that "health care will ever become available at bargain prices."

Dr W. Werner Turck, production manager of Degussa, Germany, reported on a study of quality control's costs. He predicted that today's costs of 1·5 to 2 per cent of a firm's turnover would double to 3 to 4 per cent in the near future, as a consequence of conforming to new standards.

The national pharmaceutical manufacturers associations of Japan, New Zealand, Hong Kong and Singapore were accepted as new members of the IFPMA at the fourth annual assembly.

Dr John Egli, executive vice-president of the headquarters in Zurich, said the programme for 1972 would include: intensified co-operation with the WHO (which has recognised IFPMA as a non-governmental organisation concerned with health problems); follow up of the first symposium on good manufacturing practices including plans for regional meetings; co-operation with UNIDO in Vienna, which is now helping developing countries to establish pharmaceutical production, particularly by offering experts for feasibility studies; and increased services to member associations, especially new ones.

The industry remained distressed by the lack of patent protection—and the deteriorating situation in many countries. Everett F. Smith of Eli Lilly covered the US and Canada, Dr G. Gansser Latin America, Dr H. O. School, Europe and Dr E. Jucker, Asia.

Patents undermined

Mr Smith saw protection undermined in the US because of alleged patent misuse, and a reluctance of the Nixon Administration to resolve the problem. The proposed Scott amendments constitute "legislation by threat," he charged, but the commerce and justice departments appeared sympathetic to industry, and the courts seemed moderate.

"Canada is another matter," Mr Smith said, condemning compulsory licensing practices in particular. During the past year 100 such licenses were issued, and the royalty received was only four per cent of sales. "The goal is to reduce prices, that's all."

Mr Smith claimed that patent holders could easily be "driven from the market" by deliberately low prices. Meanwhile, important medical services were performed by patentees and not compulsory licensees. Often a drug such as an antibiotic was "held in reserve" by the profession, so that a firm was unrewarded.

Dr Scholl reported on two European conventions, now being planned. One for the EEC six would be a "community patent" distinct from national laws. The second would create a uniform procedure for inventors of all signatory nations, providing a "bundle of patents" under national laws.

Search for the 'elixir of life' is continuing, Zurich meeting told

From a correspondent,

Promises, promises, tall enough to germinate hopes of Methusalan survival in Everyman, were proffered by gerontologists at a recent conference on ageing in Zurich organised by Gottlieb Duttweiler Institute.

They enlivened the proceedings with predictions of sizeable increases in lifespan during the time of those now living. Naturally, the reports of laboratory work and exciting hunches were coupled with pleas for research funds.

By 1980, chemicals similar to those that now delay bread mould will be available in pill form and will extend the mean lifespan from 70 to 85 and the maximum from 100 to 120, Dr Robert Prehoda of Los Angeles, specialist in both ageing and forecasting, suggested.

Antioxidants in our time

He was referring to the antioxidants, which neutralise the "free radicals" that attack both living and other matter. Microbiologists discussed how free radicals, by-products of metabolism, destroy ganglion and other irreplaceable cells, presumably central in the ageing process.

"In our time, antioxidants will benefit people who start the therapy early, at about 20," Dr Prehoda believes. But he held out other hopes for the present middle and older age groups;

- "Gerolytic" enzymes, now being isolated from soil bacteria, that alter the molecular "cross-linking" in the body, especially in collagen, which is blamed by many as the cause of ageing;
- Immunosuppressive drugs and hormones to deal with auto-immune disorders, inasmuch as ageing is also seen as a "build up of errors";

Drs Charles G. Kormendy and A. D. Bender of Smith Kline & French Laboratories' research and development division urged special tests of agents known to prolong rodents' lifespan. These tests would measure the rates of *de novo* protein (enzyme) synthesis; the properties of collagen; and the antigen-antibody response.

They applauded the new (Hayflick) method to study cloned human embryonic fibroblast cultures. The diploid cells survive about 50 doublings, then die, revealing their mitotic capacity. It is suspected that this represents senescence, cellular ageing, *in vitro*. The doubling capacity of human skin fibroblasts also decreases proportionately with the age of donors, it has been learned.

The SKF team believe it is possible to interfere with the "mitotic clock" of such cells. Cultures treated with cortisone or hydrocortisone have survived longer. "Corticosteroids might mediate mitotic recovery of phase III cells by inducing protein synthesis," they reasoned, "activating regulatory genes."

Ubiquitous "free radicals," long suspected as intermediates of biological oxidative processes, are being fought with antioxidants. Butylated hydroxytoluene (BHT), widely used food additive to delay perishing, has been given to mice (0.50 per cent concentration) and has reportedly increased the mean lifespan by 45 per cent. "Since caloric restriction prolongs the life span, we have tested BHT for its appetite-suppressing activities," the team said. An oral dose of 180 mg/kg as a dietary supplement of 0.25 per cent, was given daily for five days to rats. Food consumption and weight gain were reduced. The SKF workers suspect that BHT produces chronic anorexia and increases rodent survival by decreasing food intake.

Lipofuscin inhibitors are another possible way to retard ageing, it was noted. Lipofuscin, a fluorescent pigment, accumulates with age as an end product of peroxidation, in the myocardium and brain, notably in the hippocampus, supposed centre of intelligence. The drug meclofenoxate used for senile patients apparently decreases the lipofuscin in the brain in old guinea pigs. Experiments with rats associate excessive deposits in central neurons with loss of memory; the effect seems to be prevented by magnesium orotate and kawain.

An auto-immune process

Intermolecular cross-linking of collagen is another old sign of ageing. Attempts continue to be made to break links between strands that cause a loss of plasticity. Lathyrogens such as beta-aminopropionitrile interfere with collagen maturation, hence it becomes fragile and pathologic; so these agents are not promising. Penicillamine, a strong chelating agent, seems to inhibit cross-linking by removing calcium from collagen.

Ageing is also considered to be a low-grade auto-immune process, and increases are seen in serum gamma globulins, the rheumatoid, anti-nuclear, antithyroid, antiparietal factors, renal lysozyme and amyloid deposition. Collagen may be an auto-antigen, it is felt. The immunosuppressive agent azathioprine has been studied on short-lived mice, given 100 mg/kg; survival has been extended by 10 weeks. Similar results have been obtained with cyclophosphamide, and prednisolone has "dramatically" prolonged the life especially of males. The antibody-forming capacity of old mice has also been restored by administering antigens plus synthetic polynucleotides such as poly A:U, C:G, and I:C.

Clinical data on learning-enhancing agents, is "limited and often ambiguous," it was reported. There is no proven procedure to test the drugs, so "each so-called 'magic drug' turns into just another CNS stimulant." Some have been magnesium

pemoline, diphenyl-hydantoin, procaine amide, yeast RNA, ribaminol and inosine-alkylamino alcohols. These are claimed to act on the neural protein synthesis machinery which presumably plays a key role in memory storage and recall.

Dr Alex Comfort, head of the British Medical Research Council project on ageing also prophesied a breakthrough.

Backed by several extensive surveys of life scientists, he predicted a 20-per-cent increase in lifespan and much longer vigorous period, by 1990. He said "simple and cheap" methods would be applied almost worldwide, as the antibiotics were to combat infections.

He pinned his hopes largely on caloric restriction, facilitated by "filler" substances and oral amylases and such agents as cholestryamine to inhibit fat absorption, permitting people to enjoy their palatable, even extravagant fare.

Extraordinary results in animals were reported by Dr Comfort. Mice stay young, live 40 per cent longer and possibly have fewer tumours if their food intake is lowered by 33 per cent, he said. The animals are starved every third day and allowed to eat what they wish the other two. Relevant evidence in man was the report of people in Ecuadorian villages high in the Andes, who eat vegetable diets of only 1,500 calories a day. A great many are well over 100 years old.

The social problems

Dr Comfort appealed for immediate trials in man. These have been put off because it was felt it would take too long, 20 or 30 years, and neither doctors nor patients would co-operate, he said. But new automated clinical chemistry can be applied to gerontology, he suggested.

Dr Comfort called for "devoted human volunteers" and said such a study would require 300 to 500 persons and about five years. The science is as unsupported by governments and people today as the space scientists were in the 1930s, he said, and he appealed for national programmes costing "as much as one space rocket."

The gerontologists agreed that population problems are most pressing in today's world, and "will be maximal" in 1990. But they insisted that their work was not aggravating the problem; rather, as the rate of population growth is reduced, ideally to zero, they said people must lead longer useful lives. "The most spectacular gerontological advances envisaged today cannot increase the population by more than 3 or 4 per cent 30 years from now," Dr F. Verzar said. "Any advance in contraception will have a far greater impact on population than gerontology."

Professor F. Anderson of Glasgow said the "biologists' gift of 20 more years" means "society must be ready with occupations, services and interest in older people."

Maurice Goldsmith, director of the National Science Policy Foundation, London, deplored any drive to produce "elixirs of slow ageing." "If scientists are successful with such pills," he said, "we will see the greatest rush in history for shares in drug companies. . . . Socially we are not ready to market a 'recipe for long life'."



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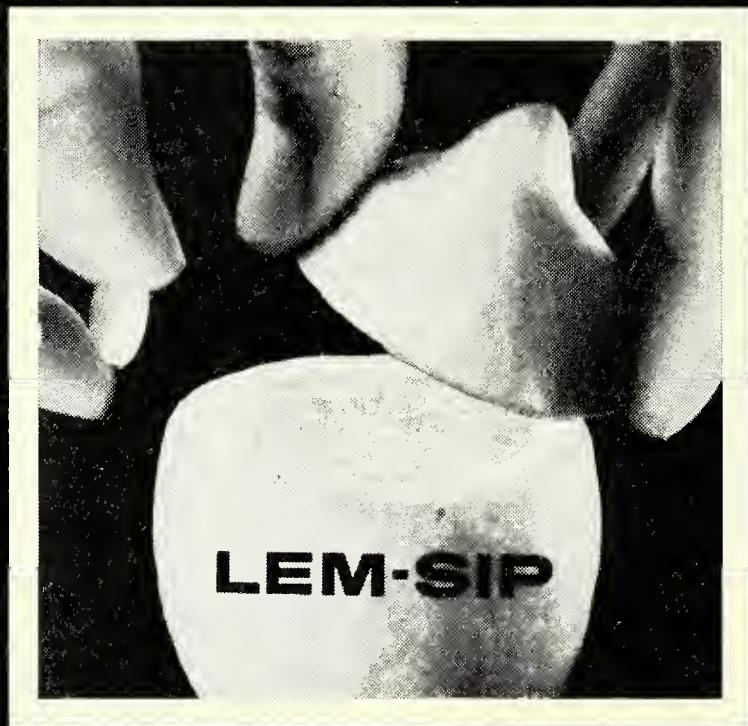
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Profit from winter's discomfort

By A. F. L. Deeson, MA, PhD, DSc

As one would expect, the general level of sales of cough and cold remedies is outside of the control of manufacturers, chemists or other retailers. In the winter of 1969-70 the influenza epidemic resulted in sales described by more than one manufacturer as "phenomenal".

By contrast, the winter of 1970-71 was, except for a short cold snap around Christmas, mild, and the product movement from outlets was considerably lower than anticipated. In fact, many chemists report they are still heavily stocked from last year and manufacturers and retailers may now be assumed to be praying for atrocious weather or epidemics galore to compensate for last year's slump.

Nevertheless, although the "main chance" may be outside our control, there are many trends and possibilities for maximising both on turnover and profit of which the pharmacist should be aware.

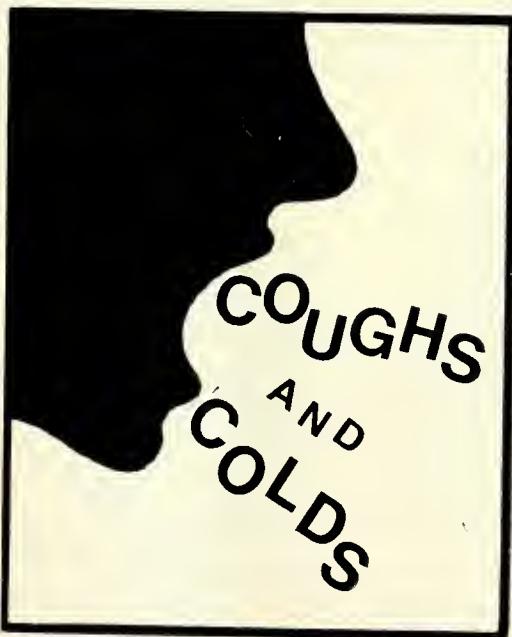
Who buys and when?

He can also take comfort—if any is needed—that during a normal British winter 75 per cent of the population suffer from coughs, colds or influenza and, over a seven-year cycle, which allows for a normal quota of both bad and good winters, the "common" cold is becoming more so, caused, so it is said, by crowded transport, central heating, lack of outdoor exercise, bad feeding habits and unhygienic catering.

The publication *Retail Business* suggests that people in the higher social classes are less likely to catch colds than poorer people. More people in the North of England and Scotland suffer from more colds than in the South and West, and women appear to catch cold more easily than men. However, the worst sufferers are schoolchildren and the elderly.

Unfortunately, research by Target Group Index does not confirm these findings. In a survey in 1970 they found that 55 per cent of adults were cough sufferers, with a preponderance among the 16-34 age group and the AB class. Fifty-nine per cent of men and 52 per cent of women were cold sufferers, again with a bias towards 16-34 age group and the AB class.

A number of manufacturers questioned during the preparation of this article said they had higher sales in the North, particularly for traditional remedies. However,



SPECIAL SECTION

the new decongestants appear to sell rather better in London and the South. Whatever the difference of opinion, it seems as if pretty well everyone gets at least one cold a winter!

Research indicates that December and January are the worst months for colds and 47 per cent of the population catch a cold in this period. In November and February about 40 per cent suffer, and in October, March and April about 34 per cent. But while the normal peak sales for remedies may be expected in December and January, it is worth noting that in May and September about 25 per cent of the population are sneezing.

Because the market is very wide and diverse it seems sensible to break this survey down into five main product categories:

- Cough mixtures and other liquid preparations.
- Cough and throat lozenges and pastilles.
- Decongestant tablets and capsules.
- Vapour rubs, nasal sprays, and other inhalants.
- Hot lemon cold remedies.

Some marketing consultants include hot lemon cold remedies with decongestants but in my view the market which these have captured for themselves in a rela-

tively short period of time makes them of sufficient importance to merit a section.

Some analgesics are marketed as cold remedies, in addition to their more general application as pain relievers, but as these were dealt with by me in an earlier article (*C&D*, November 7, 1970) they are now only briefly mentioned.

This article is also restricted to proprietary medicines and ethical and semi-ethical products for which purchases by prescription are supplemented by counter sales.

The sale of some cough and cold remedies is restricted to registered pharmacies because of their chemical composition, but others are commonly found in grocers and supermarkets. Chemists continue, however, to have a clear lead, although supermarkets and multiple grocers have been steadily edging into the market.

Some manufacturers, firmly entrenched in the chemist trade, refuse to widen the distribution of their products although they are legally entitled to do so.

The total annual value of the market for all types of cough and cold remedies is difficult to estimate: many manufacturers will not hazard a guess and the situation is confused by proprietary and ethical products, and the fact that many ethical products are also sold over-the-counter.

The IPC Marketing Survey of 1971 suggests £15-20 million per annum at retail prices. Intercontinental Medical Statistics suggest a rather larger market of perhaps £24 million at rsp, divided fairly equally between proprietary and over-the-counter ethicals, except that two thirds of cough mixtures and other liquid preparations are over-the-counter ethical and vapour rubs are almost entirely proprietary. Some manufacturers believe the total market may be as high as £30 million at rsp.

While, because of climatic differences, figures may fluctuate from year to year, it is clear that this is a very large market and one of substantial importance to the pharmacist. It is also reasonable to think that over-the-counter sales will be increased by higher prescription charges.

Cough mixtures

There is a wide choice of proprietary cough mixtures on the market, so wide that the chemist might profitably look at those manufacturers who choose to restrict their sales to pharmaceutical outlets, although admittedly, this would cut out some of the important brand leaders.

Intercontinental Medical Statistics suggest that this sector of the market is by far the largest and accounts for about £12 million per annum at retail values, of which a third overall is for proprietary brands and two thirds for over-the-counter ethicals and semi-ethical.

Beecham's Veno's is the brand leader with a claimed share of nine per cent. Although it has considerable sales in chemists, its major strength is in the grocery outlets. Keldon's Famel is behind Veno's overall but is sold only in chemist outlets because it is subject to Part I of the Poisons List, and thus is proprietary brand leader for the pharmacist. However, if non-advertised ethicals sold over-the-

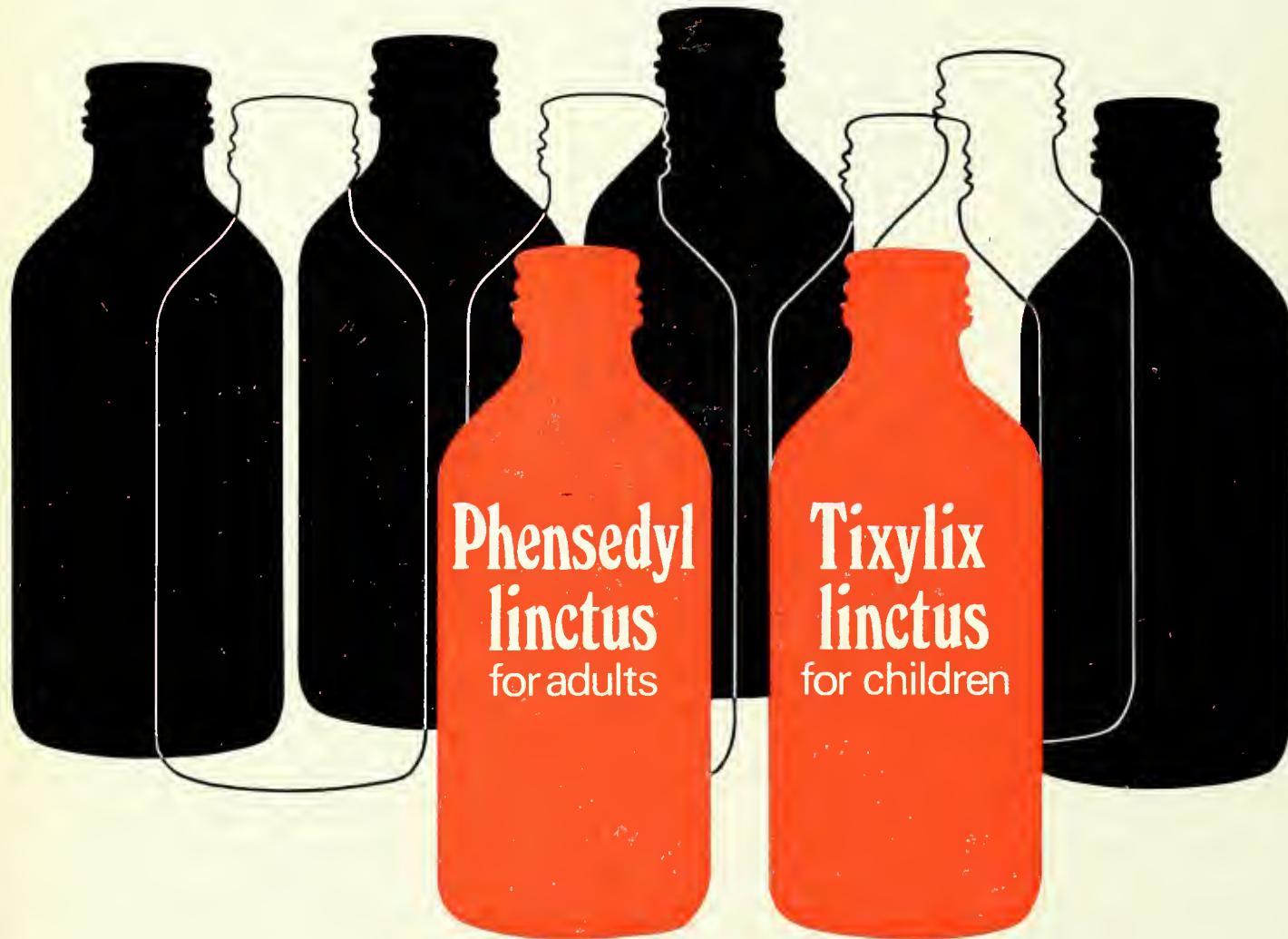
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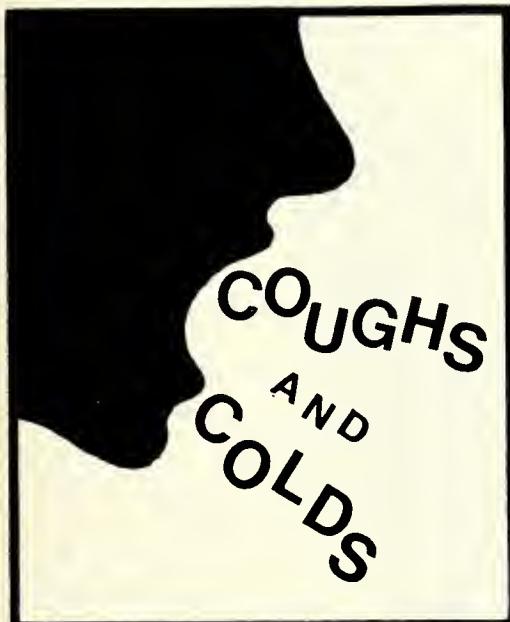
counter are taken into account, the order for chemists is Benylin, Famel, Owbridges, and Veno's.

Other important brands include Vick Cetarium, Galloway's cough syrup, and Liquofruta. Cough mixtures restricted to sales through the chemist include Hill's bronchial balm, Vick's Formula 44, Stirling Health Products' Antussin and Galloway's Allay cough treatment.

Children's remedies, such as Veno's cough mixture with honey and lemon and Famel's children's cough linctus are also important. Famel's children's linctus is a brand leader in this sector with about 14 per cent.

Chemist's own label brands are still important and in the Midlands and North particularly there are a number of minor brands with strong local appeal.

Promotion by the leading manufacturers is on a national scale, covering Press and television, but Veno's advertising is restricted to television.



Lozenges and pastilles

Intercontinental Medical Statistics suggest an annual retail value for this sector of the market of around £4million, divided equally between proprietary and over-the-counter ethical products.

The sector ranges from medicated confectionery such as Mars' Tunes and White Hudson's Hacks to the ethical antiseptic lozenges prescribed by the medical profession. About one third of all sales of cough and throat lozenges and pastilles are prescribable ethical products—which, however, consumers can purchase subsequently without prescription from the chemist. Because of higher prices they account for over 40 per cent of total sales.

Apart from medicated sweets and those products listed under Part I of the Poisons List and which must be sold by registered pharmacists, the sales of cough and throat lozenges remains firmly in the chemists' hands. For example, White's Meggezones and Junior Meggezones are sold 97 per cent through chemists; CIBA's Bradosol lozenges 100 per cent; Uniclife's TCP throat pastilles 80 per cent; ICI Savlon 100 per cent; Hills' junior balsam pastilles 100 per cent (the adult variety is subject to the Poisons List). Menley & James, the



Illustration courtesy Lem-Sip

manufacturers of the Contac range, have recently announced the Contac 4 throat lozenge containing cetylpyridinium chloride. Sales are confined to chemists.

From the foregoing, it is clear that this sector of the market gives the chemist ample opportunity to stock and recommend an adequate range of remedies for which he has exclusive rights of sale.

Because the market is so complex it is impossible to range products in order of market shares. Leading ethical products include Merck, Sharp & Dohme's Tyrozets and Sucrets, CIBA's Bradosol lozenges, Geigy's Desogen and ICI's Hibitane.

Bonus offers appear to be the most popular method of offering chemist incentives and in the winter months proprietary brands are advertised heavily both in the press and on television.

Decongestant tablets

Over the last decade decongestant tablets and capsules have been one of the most active growth sectors of the market and while no explicit figures are available, manufacturers assess the market as between £1·2 and £1·8million rsp, excluding lemon drinks which in this survey are dealt with separately. The decongestant market grew swiftly in the mid-sixties, but in terms of real sales has tended to be static since then.

Most products in this sector are confined to chemist outlets. They include Contac 400, Procol and Mucron. Coldrex is not restricted. Other leading oral treatments include Serocalcin tablets, Anapax, Anestan, Fennings powders and Lantigen B, the oral vaccine.

According to Nielsen, Menley & James' Contac 400 has 11.7 per cent of the market. Their Procol has 3.5 per cent. International Laboratories (Mucron tablets and Mucron liquid for children) claim 60 per cent of the catarrh and sinus remedial market which they value at about £1·5 million a year. While generally the market (lemon drinks apart) appears to be static, they find a growth of 10-15 per cent per annum.

However, apart from mucous congestion caused by colds, Mucron is promoted and sold for the relief of hayfever and there is a subtle difference in markets as between say Contac type products,

Mucron, and Lantigen B. Contac is used for treatment of an active cold—to dry up a runny nose, to stop sneezing and watering eyes, whereas Mucron is frequently taken for the after effects—catarrh and sinusitis. On the other hand Lantigen B is specifically for the prevention and treatment of catarrh and bronchitis and as such is a specific vaccine.

Advertising, both Press and television, is heavy in this sector of the market—perhaps as much as a third of the value at rsp, or about 66 per cent of the value at manufacturers' prices. Menley & James, for example, will spend £50,000 on advertising Contac 400 in the quality press during 1971 and are also using cards on the London Underground and banners at football grounds. They are also sponsoring Steve Thompson, a Formula III racing driver who will compete in major events.

International Laboratories are also planning a vigorous campaign for Mucron; in 1970 the company spent £88,000 in the Press.

Hot lemon remedies

One of the most interesting developments in the marketing of cough and cold remedies during the last few years has been the re-selling of the old "hot lemon" concept which was reported in detail in *Chemist & Druggist*, January 16 ("The Lemon Revolution").

There are now nine of these lemon or lemon flavoured products on the market apart from Boots' cold relief: Lem-Sip (Reckitt & Colman); MacLemon (Beecham's); Beecham's Powders + Hot Lemon; Lem-Kem (Wigglesworth); Hot Lemon Coldrex (Phillips Laboratories); Lixia (Nicholas Products); Anadin cold treatment—lemon flavour; Alka-Cold (Miles Laboratories); and Effer-Lem (Arthur H. Cox). Alka-Cold is currently sold only in the Harlech and Westward television areas and there are no current plans for a national launch.

Between them these products account for figures quoted as between £1·8million and £3million rsp—and the market is still growing. Unfortunately, the majority are sold in other outlets besides chemists and although there is currently about 75 per

Continued on page 527

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PARKE-DAVIS Parke, Davis & Company (Inc. USA, Liability Ltd.), Pontypool, Mon. NP4 8YH Tel: Pontypool 2468

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Continued from page 525

cent sales in favour of chemists, without active promotion by the pharmacist, the swing is likely to be increasingly towards the supermarket and grocer.

Reckitt & Colman claim that Lem-Sip—the original product, introduced in September 1969, is the brand leader in chemists' outlets and outsells its nearest rival, Beecham's Powders + Hot Lemon by 3 : 1. MacLemon, they say, is third.

Beecham's, however, believe they are catching up fast on Lem-Sip and are already ahead in grocery outlets. On September 1 they launched Veno's cold remedy for children—another hot lemon cold remedy for the 6-12 years age group. It is to be backed by £50,000 advertising and is believed to be the first product of its kind for children. MacLemon, it is worth noting, is restricted to chemists.

Following the successful development of this traditional remedy, a number of black-current products have been introduced. Blackcurrant Lixia was brought out at the beginning of this year and blackcurrant flavour Coldrex was introduced recently.

Generally, advertising and point-of-sale promotion will be high this coming season and it is up to the chemist to take maximum advantage of the situation.

Vapour rubs, etc

Intercontinental Medical Statistics suggest that "nasal sprays" account for £1million per annum, retail value. Manufacturers estimate vapour rubs at around £1million also and between £300,000 and £400,000 for inhalants. Altogether the total market for this sector is perhaps £2½million rsp.

Vick vapour rub maintains its position as by far the largest vapour rub sold in the UK—about 75 per cent of total sales—but it has many other outlets besides chemists. However, the manufacturers—Richardson Merrell Ltd—say that around 75 per cent of their Vick products are sold through chemists.

Of nasal preparations, sprays and drops account for about 75 per cent of the market, inhalers and sticks for the remainder. Brand leaders include Allen & Hanbury's Atomol Spray, Boots' Penetrol and Kerfoot's Vapex. Since Cartwright's, who used to manufacture Penetrol as a subsidiary of Timothy White's, became independent they have introduced Nupine drops.

The Vick inhaler dominates the inhaler/stick section of the market with about two thirds of total sales, followed by Smith Kline and French's Benzedrex.

Advertising and promotion generally is very low in this sector of the market.

Analgesics

As already mentioned, analgesics have been dealt with in a previous survey, but should at least be mentioned in the present context. It is impossible to say when Aspro or aspirins are sold to treat a cold rather than relieve pain, but there is no doubt that both Beecham's Powders and Aspro are sold widely for these purposes. So, to a lesser degree, are other analgesics. Indeed, Beecham's claim that their powders and tablets are sold principally for the treatment of colds, chills and influenza and in winter account for 18 per cent of all analgesic sales.

Where the money goes on product promotions

If yours is one of those pharmacies with too much cough and colds stock remaining from last winter and its "unfavourable" weather, you will need to be selective in buying this season. But even if the total amount of stock sold depends upon the climate, which products move will depend upon the promotion you and the manufacturers give them. For this survey, C&D asked the market leaders to map out their strategy for 1971-72—the replies we have grouped according to product category.



Mixtures lead way in Press and on TV

Famel, the most important advertised brand in chemists, will have massive promotional backing this winter. Besides national Press coverage in a wide range of leading newspapers and magazines, there will be high frequency television support in the high-population areas.

The Press campaign includes a strong visual presentation with the legend: "Coughing—stop it, stop it . . .", plus accent on the effectiveness of the main ingredients—creosote, codeine and syrup. The Famel range is on special bonus terms for orders placed before October 22.

Owbridge's cough syrup, another major brand—particularly in chemists—is reserving its heavy national advertising until early in the New Year when its maximum effect can be expected. However, chemists are offered a stocking-up bonus of 13 to the dozen until October 31.

Last year saw the successful introduction by Beecham of Veno's honey and lemon cough mixture. Support for the brand will be more than doubled this season in the light of the excellent sales figures, and it will be featured along with the standard Veno's mixture in 30-second national television spots going out two or three times a week.

COUGHS AND COLDS

Hill's Pharmaceuticals start advertising their range of bronchial and junior balsams and pastilles in November, using daily and Sunday newspapers. The campaign, which runs through until next March, has the theme that really effective relief from the discomforts of coughs can be provided for all members of the family by one or another of the products. Stress will be laid on the speed of action and the benefit derived from a bed-time dose to provide a night's undisturbed sleep, while the pastilles maintain day time relief from cough.

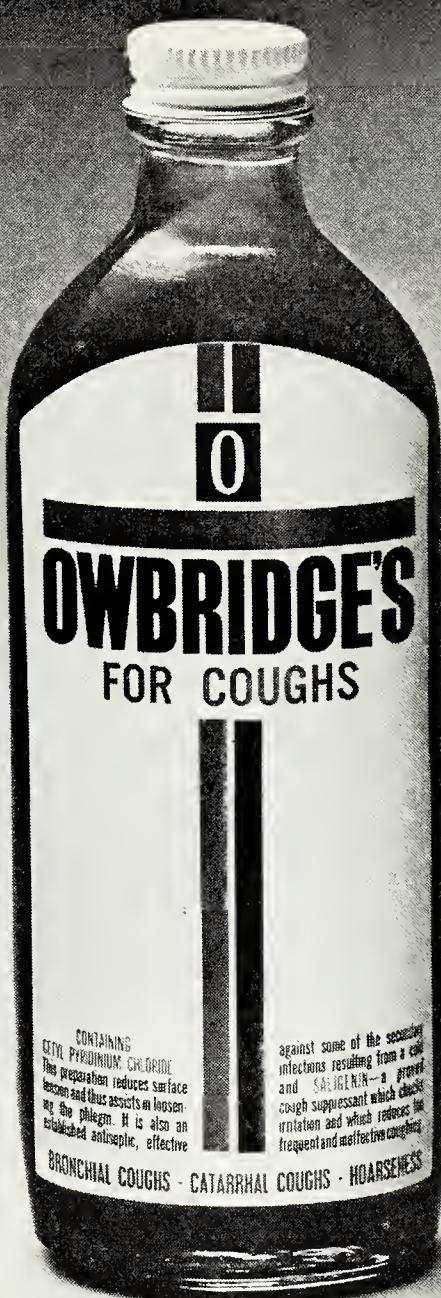
The largest-ever Press campaign for Liquorita herbal cough medicine, in its three varieties, starts in mid-November and is scheduled to appear until March. Headline and campaign theme is "The cough stopper" and media selected includes the *Daily Mirror*, *Daily Express*, *The Sun* and *The People* plus *Reveille*, *Weekend*, *Saturday Titbits* and *Weekly News*. In London, Liquorita will be boosted further with a full colour poster on 300 Underground sites throughout the campaign period.

Liquorita Ltd are completing their summer sell-in with a bonus offer to chemists and are distributing colour show cards, shelf strips and pack crowns as point-of-sale material.

Among other products to be remembered are H. & T. Kirby's Tus bronchial balsam (not suitable for children under 15 years) and J. Waterhouse & Co's Nurse Sykes balsam for bronchial catarrh (special bonuses and show card incorporating pack now available).

Pineate, by International Chemical Co., contains 29 per cent honey—a point which makes this all-ages product extremely acceptable to children. A chemists' bonus of £1.50 on 6 doz minimum is in operation.

Fennings Pharmaceuticals offer chemists two liquid preparations. Fennings mixture is for the relief of feverish colds and influenza and now has a new lemon flavour, a selling-point strongly flashed on the carton; Congreve's balsamic elixir is for bronchitis, bronchial catarrh and the after-effects of influenza.



**Now approved by
parents,
grandparents,
great grandparents,
great great grandparents
and great great great grandparents.**

Order from your wholesaler now.
Winter is almost upon us.

COUGHS AND COLDS

'Something to suck' always in demand

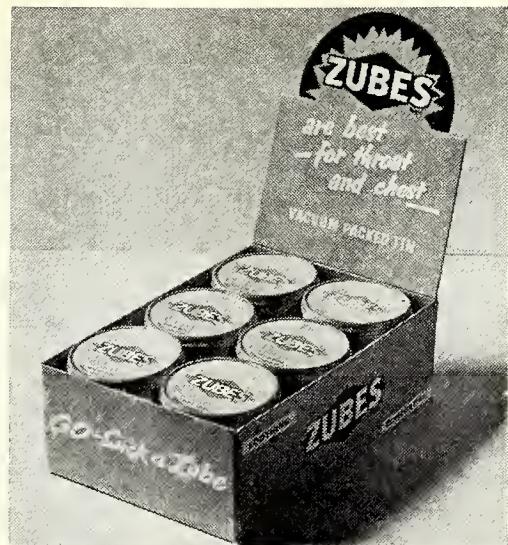
If any pharmacist has been inclined recently to ask the question: "What has happened to Zubes?" the answer about to come back from Roberts' Croupline is "Things are already happening." Zubes have perhaps been trading on past glory for a few years, but the next two to three months will see the brand put right back on the map with a campaign in women's magazines.

Starting with panel spaces in the "shopping guide" type of feature, the campaign will also contain display spaces—backed by quarter pages in *TV Times* on a national basis. Although majoring on Zubes, the campaign will also feature the company's other products in this market—Zubes cough mixture and Croupline cough syrup.

Potter's catarrh pastilles have been established for many years as the brand leader of catarrh pastilles. An advertising format was established in 1967 and this has been maintained and is carried forward into the coming season. So successful has this format been that sales are said to have increased annually far in advance of other pastilles.

This year Potter & Clarke plan to increase promotional expenditure by four times. Four major national daily papers are being used and advertising will appear regularly from the end of September through to the end of April. Bonus details have already been advertised to the trade.

A major addition to this year's throat lozenge market is Contac 4, Menley & James' companion to the decongestant Contac 400. The lozenges contain cetylpyridinium chloride—claimed to be one



of the most effective bactericides available for the relief of throat infections. A chemist-only line, Contac 4 will be backed by Press advertising and will be sold to the chemist in what M&J believe is one of the most effective merchandisers for this type of product. The merchandiser covers 15½sq in of counter space (a quarter of a square inch less than a £1 note would take up) and provides £0·68 profit when the contents are sold.

The medicated confectionery market has been static in tonnage terms for a number of years, but one product to show sustained sales growth has been Halls Mentho Lyptus which has transformed from "just another cough sweet" to a major national brand. During 1971 all Mentho Lyptus packs have been redesigned and the weigh-out version is now in a non-returnable pvc jar.

This, however, has been only a prelude to the "Mentho Lyptus explosion"—the theme chosen to announce the two new flavours for the coming season. Research exposed a consumer need for additional flavours, and placement tests were conducted to identify the exact formulations needed. The end result was the creation of two new versions: honey and lemon, and liquorice and aniseed.

David Henstock, group product manager, says the research indicated a high degree of brand and flavour switching in this market sector. "Further, we established that certain products or flavours were associated with the relief of specific symptoms." Mentho Lyptus original was seen as the most effective product for relieving stuffiness and congestion; honey and lemon is associated with relieving sore and dry throats, and liquorice and aniseed is specifically formulated to ease a hacking or chesty cough.

Beecham's Mac-lozenges will be promoted via Press and television from November to February—a new version of the "boxing glove" commercial going out on London, Midlands, Southern and Lancashire stations.

Thos Guest & Co are continuing to advertise their Sure Shield iodised throat lozenges in leading women's magazines—and claim the lozenges are still the most effective relief for sore throats.

Another chemist-only brand is Megge-zones, for which a Press campaign is planned giving 80 per cent of the population an average of nearly 30 opportunities

to see the advertisement between October and March. Media being used are *Daily Express*, *The Sun*, *Daily Mirror*, *Daily Record*, *The People* and *News of the World*.

Lenbrook Laboratories are currently giving a trade bonus on their Penetrol range—13 to the dozen on 1doz; 14 to the dozen on 3-5doz; 15 to the dozen on 6doz and above if the order includes Penetrol catarrh lozenges. For controlling cough and soothing sore throats, Lenbrook offer Dulsils throat lozenges, containing dextromethorphan, 2,4-dichlorobenzyl alcohol and amylnmeta-cresol.

Analgesics take major share of colds market

Many proprietary analgesics depend upon the colds market for a large proportion of their sales. Disprin is one such product, but it was one of the few not to lose ground to the hot lemon preparations last year. In 1971-72 it will be promoted by television commercials throughout the winter and much of the summer.

More than £700,000 is spent annually on Press and television support for Anadin—for which the sales peak is also reached in the colds and influenza season. Special "cold bug" display material is available.

Beecham's Powders, which perhaps depend more upon the colds end of the market, are the subject of new 15- and 30-second colour television commercials to be broadcast on all stations from November 1 to February 29. Once again the message will be "Beecham's Powders don't waste a second in bringing relief," and this will be going out four times a week on average. In addition, triple column spaces are to be taken in *Daily Mirror*, *The Sun*, *Daily Express*, *Daily Mail*, *The People*, *Sunday Mirror*, *Sunday Express*, *Belfast Telegraph* and *Daily Record*.

One of the cold-specifics is Sure Shield cold relief tablets, based on paracetamol, quinine sulphate, ascorbic acid, ephedrine hydrochloride and caffeine.

Phillips Laboratories have this season reformulated Coldrex with 0·5g of paracetamol and are using a pack flashed "now 25 per cent extra pain reliever." Heavy television advertising on all networks is planned for the coming winter.



Here it comes again—
the Season for coughs
and colds!

Stock up NOW
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100 YEARS IN THE MANUFACTURE
OF PROPRIETARY MEDICINES

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Lemon flavoured MIXTURE

for feverish colds and influenza.

FENNINGS Little Healers

the pocket remedy for speedy relief
of coughs with colds.

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THROAT LOZENGES**

FOR VOICE MOUTH AND THROAT
ACTS LIKE A GARGLE

**IODISED
THROAT LOZENGES**

Still today's
most effective relief
for sore throats



Continually advertised in
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In cartons and tins from
Thos. Guest & Co. Ltd.,
the family firm with the personal service,
92 Carruthers Street, Manchester, 4.
Telephone: 061-205 2975.

Competition now fiercer for 'hot lemon' market

There can be few more competitive markets than the hot lemon cold remedies. With nine products to stock (not counting new blackcurrant or children's versions) chemists may be forced to make a choice this season, particularly after last winter's mild weather had made nonsense of the massive advertising campaigns.

However, the top manufacturers are banking on a return to "normal" this year and are putting even more money behind products to improve their market shares. Reckitts are wearing the most self-satisfied smile because their research indicates that Lem-sip put on 31 per cent last year against the falling market, and their claim is that it now outsells all rivals put together, and even in chemists beats the nearest competitors by three-to-one.

Lem-sip will be on television throughout the winter, with enough spots for 95 per cent of housewives to see the advertising at least seven times in any three-month period. Selling points include the availability of a larger (family) pack and the formulation with whole lemon. As treatment for one person for one day may take



Decongestants: a specific among the all-rounders

Although nearly all the hot lemon products contain a decongestant, usually phenylephrine, there are a number of specifics which promote this action as their *raison d'être*.

A leader, with some 12 per cent of the combined market, is Menley & James' Contac 400, a sustained-release capsule providing phenylpropanolamine hydrochloride and belladonna alkaloids. The product is now being repositioned as an all-the-year-round decongestant, but this winter the advertising theme will again be the distinctive "12-hour block buster", emphasising how long clear breathing can be sustained by taking a single capsule. Expenditure in 1971 on Contac 400 is about £50,000 in the "quality" Press, backed by tube cards on London's Underground and occasional banners at football grounds. The sponsoring of Steve Thompson, a young racing driver, was also recently announced, and "novel" point-of-sale material is promised.

International Laboratories claim to be the first to have used the guaiphenesin-phenylpropanolamine combination, in their product Mu-cron. They say that one of the reasons why Mu-cron has such a "large and loyal public" is that the advertisements make claims only for what the product will do best—provide decongestant action for after-cold catarrh—despite the fact that there is some antipyretic effect which will treat the feverish aspects of the cold. Mu-cron's advertising will be at a record level this winter.

A leading decongestant in America is Dristan, and International Chemical Co say they have every intention to repeat the success in the UK. Dristan tablets contain salicylamide, noscapine, caffeine, ascorbic acid and phenylephrine hydrochloride, and have been the subject of "dramatically successful" clinical trials in

which nearly 90 per cent of 92 subjects gained complete or partial relief from the usual cold symptoms, and 81 per cent complete relief from headache.

Another product in this market is H&T Kirby's Nocold, containing aspirin, phenacetin, caffeine, ascorbic acid, atropine sulphate and phenylephrine hydrochloride.

Locally applied— so relief comes quickly

Following up the successful launch of a new inhaler in 1970, Famel are adding an inhalant capsule to their range. A £7,000 Press campaign will be behind this product, with by-line mentions in *Woman's Weekly*, *Woman's Realm*, *Woman's Own*, *Woman*, *Living*, *Family Circle*, *My Home and Family*, *Woman and Home*, *Woman's Journal*, *Reader's Digest* and *News of the World*. Famel inhalant capsules are a steam inhalation treatment for fast relief of nasal and bronchial catarrh and congestion, and are on an introductory bonus of 12 charged as 10.

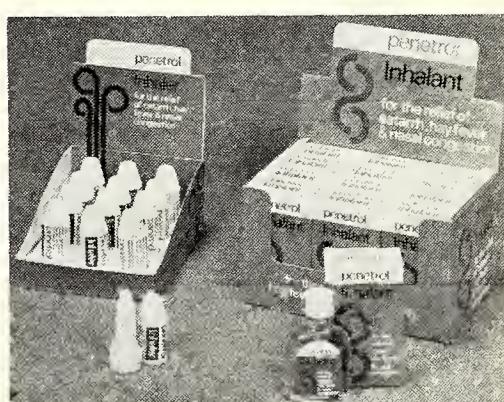
Mentholatum balm can be used in three ways—as a nasal medication, as a chest rub and as a vapour inhalation (when added to hot water). Along with Deep Heat rub it will be advertised in *Daily Mirror*, *Daily Express*, *Daily Mail*, *The Sun*, *News of the World*, *The People*, and many local newspapers in a campaign designed to reach over 90 per cent of all adults in Britain. Eye-catching display cards are available free on request and bonus terms are offered until October 31.

Dristan nasal mist, a companion to the decongestant tablets, is for the relief of head colds and sinus congestion. Both are currently offered with a cash bonus of £0.25 per dozen.

Also available are H&T Kirby's Nazo nasal drops, based on phenylephrine and naphazoline.

Armour Pharmaceutical Co's AAA mouth and throat spray is a prescription product that is ideal for counter sale—and a bonus of 10 invoiced as 8 applies until October 30. AAA spray is effective against all common throat and mouth infections.

The Penetrol range, from Lenbrook Laboratories, is packed in a distinctive "family" style and includes both inhalant and inhaler. Both products are recommended for relief of catarrh, hay-fever, and nasal congestion, and are currently available on bonus terms (see p 529).



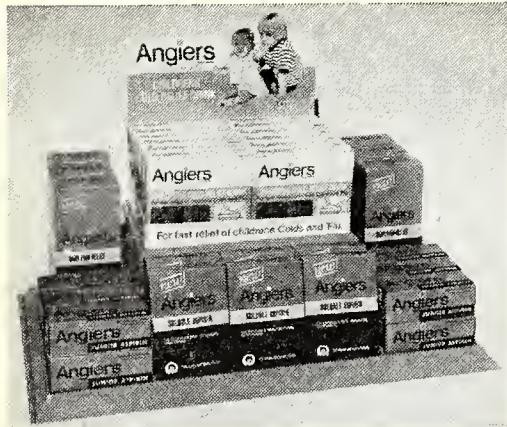
COUGHS AND COLDS

three or more sachets, the larger pack should help the housewife when her family all have colds.

Beecham certainly have no intention of letting the market situation remain static, however. They plan to put Beecham's Powders plus hot lemon into the number one spot this winter, with new 30- and 15-second commercials in colour to be shown on all stations. The brand will also feature in all Beecham's Powders Press advertising—the whole campaign running from mid-November to the end of February.

But the heaviest winter Press campaign is being put behind the chemist-only Mac-Lemon. From November to January, five advertisements will appear each week in *Daily Mirror*, *The Sun*, *Daily Mail*, *Reveille*, *Saturday Titbits* and *Sunday Mirror*, the theme being "hot comfort for your cold—Mac-Lemon will give you an easier night and a clearer morning." Beechams have also brought out a children's version of hot lemon under the Veno's brand label (see p 532).

After one season's experience with hot lemon Coldrex, Phillips Laboratories are following Lixia's lead by adding a blackcurrant flavour to the range. Both flavours stress the point that they contain "a full therapeutic dose" of paracetamol (1g)—the only hot drink cold products on the market to do so.



Catering for the young is big business

There are over 7 million families in Britain with children in the 0-15 age range—and a high proportion of these children are more susceptible to colds than are adults.

With this in mind most manufacturers in the cough and cold market include either a "family" product or a children's specific in their range. But this winter, two leading companies are adding a new dimension to the market through the introduction of "cold relief" drinks for children.

Angiers, with their long experience of catering for the children's end of the market, have launched powder sachets for the preparation of an orange flavoured drink which has the distinction of being suitable for the over-two's—the selling point they will major on in advertising in women's weekly and monthly magazines which breaks during the first weeks of November. The Angiers product contains paracetamol, phenylephrine hydrochloride, menthol, sodium citrate and vitamin C, being formulated "to relieve the discomforts of sneezing, stuffy and runny noses, headaches and feverishness."

Beecham's fill a gap in the market with a version of "hot lemon" specially produced for children. Their new Veno's cold remedy for children is aimed at the 6-12 years sector, with "a formula that is right, a taste that is right and a presentation that is right". A new campaign has been devised for the launch, starting November and December with large size triple-column spaces in *Daily Mirror*, *Sunday Mirror*, *The People* and *Daily Record*. This will be followed towards the end of December by a 15-sec colour television commercial, which will run until the end of January.

Famal expect their Press campaign to reach 53 per cent of mothers with children aged 0-12, with an average of 5.5 opportunities to see the advertisements. The cherry-flavoured children's cough linctus gets a mention in copy covering the Famal range, and is claimed to be the most heavily advertised children's cough linctus.

Already brand leader in chemists, it is

still improving on its market share. Children have their own oral decongestant in Mu-cron liquid, introduced by International Laboratories towards the end of last winter. Covering an age range of 1-12 years the product provides phenylpropanolamine hydrochloride and guaiifenesin in a strawberry-flavoured base. It will be featured in all Mu-cron advertising this season—and no attempt will be made to have it included in the general sale list.

Hill's Pharmaceuticals are in this market with their Junior balsam, which will be spotlighted as part of the "family" relief image being presented for the range.

A product that has gone "family" for the first time is Antussin—taken over from Tobal Laboratories by Stirling Health Products last year. The children's version has been dropped in favour of an ephedrine-free product covering all ages over six months. This will have the backing of television advertising re-affirming the familiar Antussin theme: "Calms the nerves that make you cough."

Although it is difficult to separate out from sales of analgesics the preparation devoted to treating colds, it can be said that Junior Disprin was an exception to the market rule in the first six months of this year. The product put on a 2 per cent increase over the same 1970 period against an overall 15 per cent drop in the analgesics market (including lemon preparations), which Reckitts attribute to increasing advertising and distribution.

Fifteen-second television commercials are expected to reach 80 per cent of housewives with young children at least three times this winter; there will also be spaces in mother and baby magazines.

Don't overlook exclusive 'ethical' brands

Effective, nearly always sold with a pharmacist's or doctor's recommendation—and chemist-only. Three reasons why the pharmacist is unlikely to forget the "ethical" cough and cold medicines available.

But if not forgotten, they may be overlooked in matters of promotion. For even though no consumer advertising is provided, a certain amount of point-of-sale backing is called for, and most manufacturers offer suitable showcards or display cutters.

Two of May & Baker's wide range of cough preparations, Phensedyl and Tixylix, are particularly suitable for over-the-counter recommendation and sale.

They are now available on bonus terms of 10 for the price of nine, and the showcard illustrated is available on request.

Phensedyl contains promethazine hydrochloride, codeine phosphate and ephedrine hydrochloride as a pleasantly flavoured linctus, while Tixylix is a similar preparation, specially formulated for children, in a palatable cherry-flavoured syrup-base. Tixylix is specially useful for the irritating

COUGHS AND COLDS

cough which can be so troublesome to young children at night.

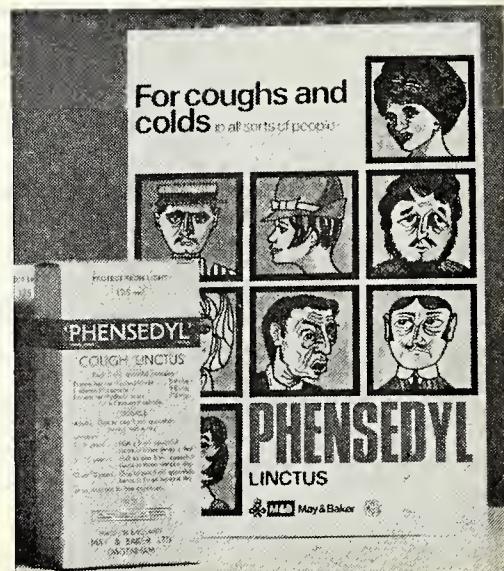
Parke Davis offer two Benylin preparations for the control of coughs—each for a specific purpose. Benylin expectorant is for "tight" coughs associated with bronchial congestion, while Benylin with codeine is an antitussive for the "dry" ticklish cough common in post-influenza convalescence. Both products contain Benadryl, an antihistamine with anti-spasmodic, antitussive, sedative, and local anaesthetic properties, plus demulcents. Benadryl expectorant contains in addition ammonium chloride, which is replaced by codeine phosphate in Benylin with codeine.

Benylin expectorant is the most frequently prescribed "ethical" cough linctus in the UK, and both products are being promoted through medical journals and by "detail aids" to general practitioners. Attractive trade bonuses are being offered.

CIBA Laboratories offer Bradosol lozenges which have enjoyed a dramatic increase in demand recently when the packaging was re-designed in a bold, eye-catching manner. Bradosol lozenges contain the quaternary ammonium antiseptic, domiphen bromide, in a base of pleasant and distinctive flavour and texture. Even in extreme dilution, they are effective against the majority of bacterial organisms causing throat and mouth infections and are particularly useful in treating oral thrush.

Otrivine is CIBA's leading nasal decongestant, providing up to eight hours relief from one application without the rebound congestion commonly associated with topical treatments for catarrh. Otrivine is xylometazoline hydrochloride, available as plastic spray, dropper bottles, and a special children's 10ml dropper pack providing a metered dose of 0.05 per cent solution.

Among the "ethical" lozenges, Allen & Hanburys claim that their Dequadin is one customers ask for by name.

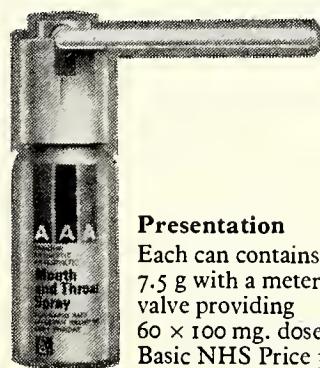


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ANAESTHETIC

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Presentation
Each can contains 7.5 g with a metered valve providing 60 x 100 mg. doses (shots). Basic NHS Price 30p.

Further information is available on request.



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During the coming months many prescriptions will reach you for AAA Mouth and Throat Spray.

Why not take advantage of this prescription demand and, increase it by:-

a) recommending the product with confidence to those customers seeking your professional advice on the treatment of SORE THROATS and MOUTH ULCERS.

b) ordering a 'bonus' parcel NOW.

BONUS OFFER PERIOD - October 1st - October 30th, 1971

OFFER Order through your local wholesaler at the rate of 10 packs invoiced for the price of 8 during the offer period.

- incidentally, on an outlay of only £2.40 this offer brings you a return of £4.50 - a cash profit of £2.10

SEND THIS TO YOUR WHOLESALER NOW

NAME _____

ADDRESS _____

BONUS OFFER

AAA Mouth and Throat Spray

OFFER PERIOD - Oct. 1-30 1971

Supply:- (tick appropriate)

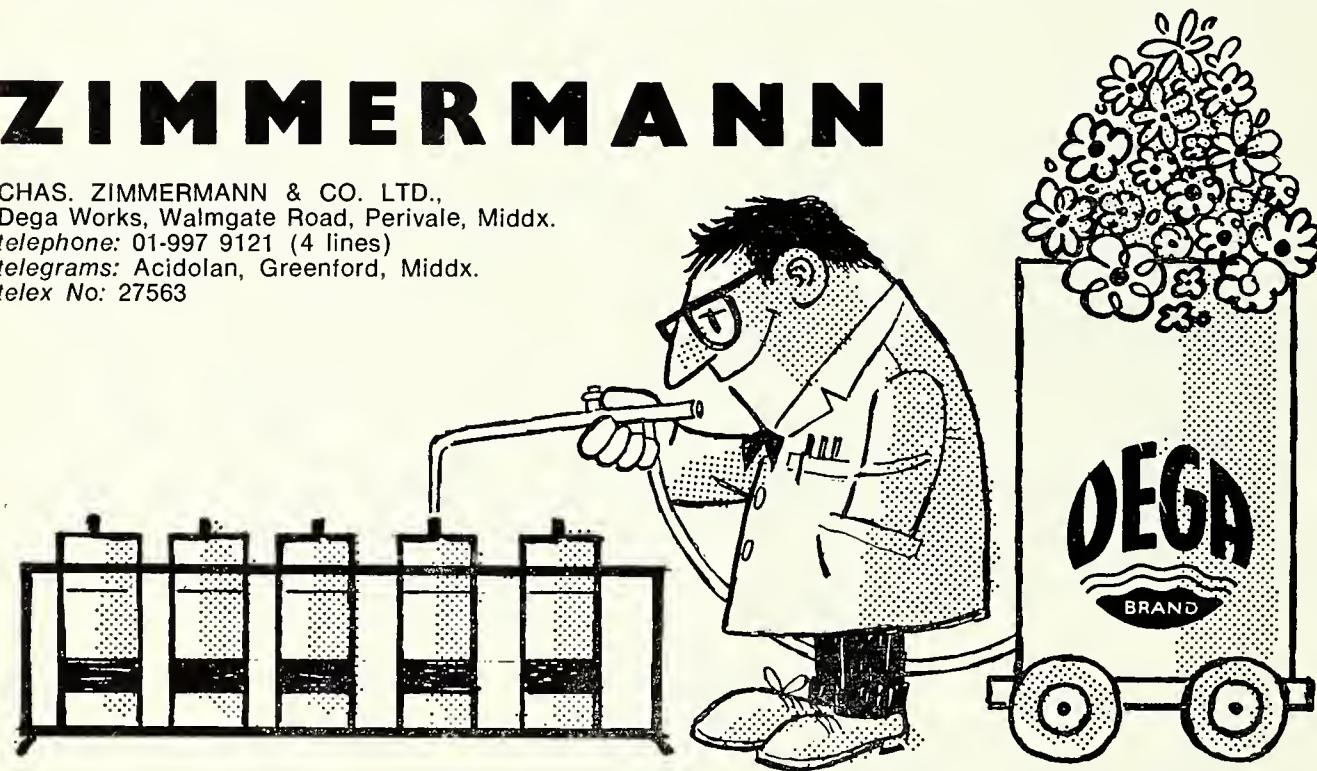
- 10 pks. invoiced at 8-pack price
- 20 pks. invoiced at 16-pack price
- 30 pks. invoiced at 24-pack price

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For oral prophylaxis of
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PAPAIN
PAPAVERINE
PEPSIN
PHENYTOIN SODIUM
PHENOLPHTHALEIN

QUINIDINE
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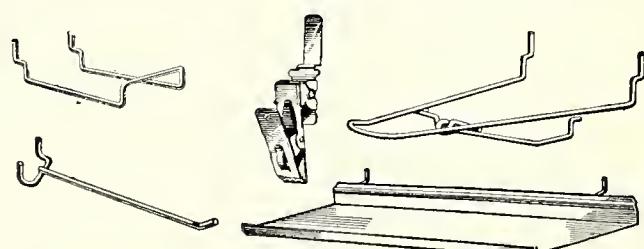
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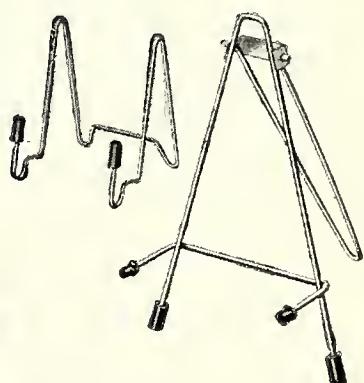
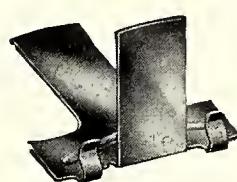
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'Microbial contamination control must extend to non-sterile products'

Further investigation of microbial contamination of pharmaceutical preparations in general practice pharmacies may be necessary, according to Mr W. M. Darling, president of the Pharmaceutical Society.

Mr Darling was opening an international symposium on "Microbial contamination in pharmaceutical and cosmetic preparations", held recently at Imperial College, London.

Some 17 different nations were represented by the 490 people attending.

The president announced that the Pharmaceutical Society's own working party on contamination would be reporting in the near future. Referring to the Medicines Act, he said that if sensible use was made of the wider legal powers it would enable the microbial content of manufactured pharmaceuticals to be controlled more readily than in the past.

High microbial contamination of both pharmaceuticals and cosmetics was reported by several speakers. In some instances the contaminants had been pathogens, notably *Pseudomonas aeruginosa*, which was cited frequently.

Two hospital studies revealed what one speaker referred to as "an unsatisfactory situation".

Reporting on extensive work by the Public Health Laboratory, Dr W. L. Hooper disclosed that contamination of pharmaceutical preparations in hospitals was commonplace. The study was mainly confined to oral liquid preparations and those applied to the skin.

Ps aeruginosa was found in 2·7 per cent of the 1,220 specimens examined; 393 of the specimens were contaminated by 500 or more organisms per ml or g and no fewer than 18 per cent of medicines sampled contained more than 10,000 organisms per ml or g.

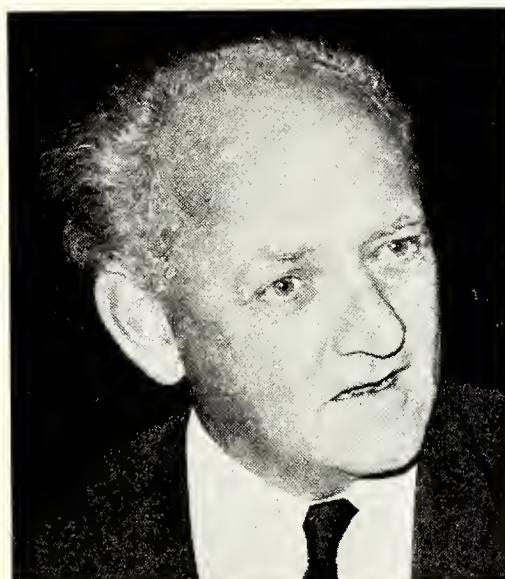
'Ignorance of microbial quality'

Dr W. R. L. Brown, chief pharmacist, St Bartholomew's Hospital, disclosed findings from an extensive investigation of the microbial quality of products prepared in his department.

He said that he was aware "he was washing his dirty linen in public", but he was prepared to do so because he was convinced that many hospital pharmacies in the country were issuing medicinal products in complete ignorance of their microbial quality and with the very real possibility of contributing to the dissemination of infection throughout the hospital.

Dr Brown confirmed, as did other speakers, that preparations containing water are the most likely to be contaminated with micro-organisms.

High counts in the water supply in his pharmacy were attributed to contamination of sterile water by six inches of plastic tubing which was connected to the metal



Dr W. R. L. Brown

outlet of the pharmacy stills. The water supply system has now been redesigned and tests give very low bacterial counts. Dr Brown gave several examples of medicines carrying pathogens and described measures to eliminate them.

His findings were related to those of Dr Hooper who listed frequently contaminated products (10,000 or more organisms per ml or g) and the percentage of that type of specimen found to be so affected, thus:

Peppermint water	79 per cent
Magnesium trisilicate mixture	71 per cent
Kaolin mixture	9 per cent
Creams containing hexachlorophene	79 per cent
Zinc sulphate lotion	71 per cent
Solutions and creams containing chlorhexidine	40 per cent

A paper on microbial spoilage of pharmaceuticals and cosmetics, delivered by Dr D. F. Spooner, microbial quality control, Boots Ltd, pointed to liquids as being particularly at risk.

He said that contaminated deionised water had often been incriminated as the original source of spoilage. Ion-exchange columns could actually serve as a reservoir of organisms, because nutrient organic residues were not removed by the process. Pipes and tubing were also incriminated.

The current tendency to use substances of natural origin including animal proteins and vitamins was adding to the problems of preserving creams and lotions.

Many speakers stated that natural raw materials were more likely to lead to gross contamination than synthetic materials.

Dr Spooner mentioned that shampoos were particularly susceptible to spoilage. Medicated shampoos usually only contained antimicrobial substances with a narrow spectrum of activity.

Lipsticks were still subject to mould "blooms", he said, promoted by moisture,

perhaps from saliva. This moisture could also initiate growth in preparations of mascara. Preservatives had limited use in this situation, perhaps because they were adsorbed onto the solid material and concentrations had to be low in eye preparations.

Ways of alleviating microbial contamination were put forward. Mr C. Pugh, who talked on developments with the British code of good practice for the cosmetic industry, said that many of the larger firms were now taking on microbiologists to deal with the problem.

In hospitals, Dr Brown recommended that bacterial monitoring should be part of the pharmaceutical quality control facilities in any hospital area or region. He maintained that the required facilities were probably more simple than was frequently recognised and pharmacy graduates had the necessary know-how for routine microbiological control work. Identification of contaminants would logically be a function of the hospital bacteriological department.

Dr Hooper stated that the practice of refilling and topping-up stock bottles of medicines and antiseptic solutions in the pharmacy and on the wards must be abandoned.

Water used in medicines should be either sterilised or at least treated to destroy vegetative organisms and he advised that all containers and closures should be thoroughly washed and dried prior to use. Date stamping could be extended to more products.

He pointed to the advantages of unit dosage packs and said that "for high-risk patients we may have to consider the provision of sterile medicines".

Manufacturing problems

Dealing with large-scale manufacture in the industries, Mr J. W. Bradshaw, microbiological control laboratory, Cyanimid of Great Britain Ltd, said that they were moving towards the production of preparations with ever-increasing standards of hygiene and quality control. It was necessary to monitor all raw materials. Any pretreatment processes, to reduce or eliminate microbes, should be performed immediately prior to use of the material.

Although there was general agreement that there is little knowledge about how microbial counts are related to a preparation's infectivity, it was pointed out that, of the organisms found in preparations, only the *Salmonellae* caused disease when administered to healthy persons by a "natural" route. Whereas the presence of "conditional" pathogens might have particular significance in preparations used in burns units, for surgical wounds, infections in babies, the elderly and the chronically sick and in those in whom the normal immunological responses were impaired. *Pseudomonas aeruginosa* was of great clinical importance in these situations.

There was much discussion on an acceptable count level for a limit test. The figure adopted by the Swedish authorities in 1966, of 100 micro-organisms per ml or g was most frequently given; the type of bacteria present was an additional factor.

Continued on p 539



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Mallory could have sat back and left it at that.

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Whoever said "you can't please all the people all the time" was just looking for excuses.

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MALLORY DURACELL®

Continued from p 537

The symposium was reminded that contamination levels alter with time. At what stage of a product's life was such a count limit to be imposed, a speaker asked. Count levels never remained constant for long, if a product was capable of supporting growth such tests were not enough.

Another general assertion was that such limit tests should be used as a house standard by manufacturers.

Dr J. Burr, former director of the pharmaceutical laboratories, Danish Health Service, thought it was a general feeling that there was a long way to go before compendial requirements could be established officially. He suggested that it might be better to solve the problems of contamination individually from one product to another, preferably by leaving them with the appropriate registration authorities.

Mr A. G. Fishburn, principal medicines inspector, Department of Health, said that the British Pharmacopoeia Commission were considering the introduction of new standards of microbial quality. This work began in 1968 and there were two new possible lines of approach: to set a "maximum microbial population" and to require the absence of specific organisms.

It would be likely that any standards employed would be applied mainly to

parent substances rather than to products.

Counting and testing methods were dealt with by Mr H. McG. Scott, ICI pharmaceutical division, who spoke of difficulties in getting different laboratories to achieve the same results. In identification work experience was an important tool. Public health and industrial food laboratories had already acquired that expertise but it may be lacking in pharmaceutical laboratories for some time.

Criticism was levelled at the use of preservatives from several fronts. Dr H. S. Bean, Chelsea College, said that many examples could be found of recommended concentrations of preservatives being at the level indicated in tests for minimum inhibitory concentrations. He strongly supported the idea that preservation must never be a substitute for good manufacturing practices.

The most active preservatives were used in the lowest concentrations and it was these that suffered the greatest depletion and loss of activity in contaminated materials.

It was possible, said Dr Bean, to quantify changes in the chemical availability of a preservative with changes in formulation even in products that were more complex than an aqueous solution. However, he admitted that that was not the case where mixed antimicrobials were used.

COMING EVENTS

Monday October 11

Harrow Branch, Pharmaceutical Society, Clinical Lecture Theatre, Northwick Park Hospital, at 7.40pm. Mr R. Blyth (Editor) on "The work of the *Pharmaceutical Journal*." **Leicester and Leicestershire Branch, Pharmaceutical Society**, Postgraduate Medical Centre, Leicester, at 8pm. Mr I. Richard (City of Leicester Polytechnic) on "Physiology of lung function."

Tuesday October 12

Lincoln Branch, Pharmaceutical Society, Reindeer Hotel, Lincoln, at 8pm. Mr C. C. Stevens (a member of Council) on "Pharmacy and the Common Market."

South East Metropolitan Branch, Pharmaceutical Society, Medical Centre, Lewisham Hospital, at 8pm. Wine and cheese party.

West Kent Branch, Pharmaceutical Society, Wellcome Research Laboratories, Beckenham, at 8pm. "Pharmacy forum."

Woking Branch, Pharmaceutical Society, Medical Centre, St Peter's Hospital, Woking, at 8pm. Dr E. T. Abbs on "Asthma and its treatment."

Wednesday October 13

Bournemouth Branch, Pharmaceutical Society, Postgraduate Medical Centre, Royal Victoria Hospital, Bournemouth, at 1.15pm. Mr G. G. K. Holding-Parsons on "The ophthalmic Scylla and Charybdis in general practice." Main Committee Room, The New Hospital, Poole, at 1.15pm. Mr J. R. Phillips on "The National Formulary."

Fife Branch, Pharmaceutical Society, Sword Restaurant, Causewayhead, Stirling, at 7pm. Twenty-first anniversary dinner.

South London and Surrey Pharmacists' Golfing Society, Addington golf club, at 1.15pm, Stableford tournament for Paris Trophy, and medal round for Phil Thorpe Putter.

Thursday October 14

Bedfordshire Branch, Pharmaceutical Society, Red Lion Hotel, Upper Sundon, Luton, at 8pm. Mr G. D. Martin (branch chairman) on "To Timbuctoo via camera."

Blackpool Branch, Pharmaceutical Society, Imperial Hotel, Blackpool, at 7.45pm. Dr Weimbran (consultant physician, Blackpool and Fylde HMC) on "Drugs and their effect on mortality rates over the last 100 years."

Bradford and Halifax Branch, National Pharmaceutical Union, Midland Hotel, Bradford, at 8pm. Mr E. J. Downing (assistant secretary, NPU) on "Training for profit—not grants."

Leeds Branch Pharmaceutical Society, Great Northern Hotel, Leeds, at 8pm. Film show.

Worthing and West Sussex Branch, Pharmaceutical Society, Cissbury Hotel, Findon Road, Worthing, at 8pm. Mr H. G. Moss on "Round the world in 80 minutes."

Friday October 15

Society of Chemical Industry, 14 Belgrave Square, London, SW1, at 6.30pm. Dr B. W. Langley (ICI Pharmaceuticals Division) on "What shall we make: the chemist's problem in drug research."

Sunday October 17

Anglia Region Pharmaceutical Society, Town Hall, Ipswich, at 10.30am. One-day conference on "The supply and control of medicines in urban and rural areas."

Chiltern Region, Pharmaceutical Society, Nuffield Maternity Home, Radcliffe Infirmary, Oxford, at 10.30am. One-day extension course on "Drugs and medicine."

LETTERS

Support 'No Smoking'

A recent television programme, "The village that gave up smoking," demonstrated how a personal (existentialist) problem can be solved when it becomes a mutual (collective) one.

The villagers had much success, but some failure due, I think, to lack of continued outside interest and support.

What is needed is a public declaration of intent by public bodies—the professions, trade unions and associations.

I think pharmacists could make a positive and unique contribution if we backed our own declaration by making a small but permanent window display to support the village and all who wish to give up smoking.

It so happens that London Executive Council has just sent us the Health Education brochures "How to stop Smoking". We shall use these in our display.

I should say that my wife and I (both pharmacists and both smoking until recently) hope to get support from the many pharmacists who believe that they have a part to play in health education. The effect of many declarations in pharmacy windows would, I think, help the public a great deal. Let us give a lead.

W. E. King,
London EC1

To sleep perchance ...

Your announcement last week (p 456) that John Bell & Croyden had introduced a "sleep centre" in the basement below their invalid aid and electro-medical departments brought back war-time memories of nights that I and other staff members spent in that precise area, snatching sleep between—and sometimes during—the air raids.

At that time the pharmacy was open 24 hours every day and Hitler's bombers failed to close the front door, though they frequently prevented our getting home after the late shift.

Then there was the fire watching duty rota to be done. We usually "turned in" around midnight safe in the knowledge that we could rely on the night duty man to call us if things "got hot".

The regular man was Henry J. Pellow who died a few years ago and we who had the chore of fire watching at JB&C owed him much for the precious night's sleep we managed to get despite the absence of the paraphernalia mentioned—the beds . . . posture curve cushions, lightweight quilts, bedside tables, face masks, etc—not to mention the "LP" relaxation record and back scratches.

Such aids would certainly have added spice to our lives but then these were austere times and we were not meant to have any spice.

We did, however, manage to get our sleep by utilising, not a bed with lightweight quilt, but six folding camp stools placed end to end and two blankets. Come to think of it the face masks would have been very useful on the night when the snorers were present.

Noctem per vigilavi

MARKET NEWS

A week of see-saw prices

London, October 5: The week has seen no marked increase in trade for raw materials. Prices were inclined to move up and down without any apparent reason.

After being steady for months, cardamoms were easier in price and dandelion root fell by £10 metric ton. Brazilian menthol dropped by £0.25 kg on the spot following indications of new-crop rates for early 1972 shipment. The spot rate was actually well under that for September-October shipment. Quillaia was dearer by about £10 ton and certain aromatic seeds also by varying amounts. Turmeric ended the week £10 ton lower for shipment. Senna shipments from the port of Tuticorin during August were as follows:

	UK tons	US tons	Europe tons
Senna leaves	18	10	332
pods	8	2	226

Among essential oils, Bourbon geranium was again being offered after a long absence from the market. Lemongrass was easier for shipment as were Madagascar clove leaf and Brazilian peppermint.

Theophylline and aminophylline were dearer by £0.10 kg. Elsewhere among

pharmaceutical chemicals heavy magnesium carbonate, aloin, aminacrine hydrochloride and chloral hydrate were all quoted higher.

Pharmaceutical chemicals

Aloin: 50-kg lots £9 kg.
Aminacrine hydrochloride: £33.50 kg.
Calcium carbonate: BP precipitated £47.50 per metric ton.
Calcium sodium lactate: metric ton. £709 for 50-kg lots.
Chloral hydrate: 50-kg lots £0.75 kg.
Chloroform: BP from £222.20 per metric ton in 280-kg drums to £235.97 in 35-kg drums.
Glucose: (Per metric ton in 10-ton lots), monohydrate powder £83.70; anhydrous £156; liquid 43° Baume £69 (5-drum lots).
Glycerin: BP spot lots, 5,000-kg £211.60 per metric ton; 1,000-kg £214.55; 250-kg £220.45 kg; under 250 kg £250 kg.

Hypophosphites: Per kg	12.5 kg	50 kg
Calcium	£1.14	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Magnesium carbonate: (metric ton) heavy £192.50; light £175.

Paracetamol: 1-metric ton lots £1.17 kg; 5-ton £1.14 kg. For direct compression £1.27 and £1.24 kg respectively.

Piperazine: Under 50 kg; adipate £0.963 kg; citrate £0.92½; hexahydrate £0.663; phosphate £0.02½.

Quinidine: Alkaloid (5-kg lots) £42 kg; sulphate (50-kg) £35 kg.

Quinine: (per kg for 85-kg lots) alkaloid £24.40; bisulphate £19.25; dihydrochloride £23.75; hydrochloride £23.50; sulphate £19.40; hydrobromide (15-kg) £25.70.

Theophylline: (50-kg) BP anhydrous, hydrate and ethylenediamine (aminophylline) £2.23 kg.

Crude drugs

Aconite: Napellus: Spot £1,050; £1,000 metric ton, cif.

Benzoin: BPC, £39 cwt; from £35, cif.

Camphor: BP natural powder £1.25 kg spot; £1.18, cif. Synthetic BP £0.57 kg in 500-kg lots.
Cardamoms: (Per lb cif) Alleppy greens No 1, £0.90 prime seeds £1.05.
Cascara: Spot £385 metric ton nominal; Nov-Dec £350, cif.

Chillies: Zanzibar £485 ton; no cif offers.
Dandelion: Root £490 metric ton spot; £470, cif.

Ginger: (long ton) Cochin £310, cif. Jamaican No. 3 spot £1,100; Nigerian split £260; peeled £375 spot; Sierra Leone £365, cif.

Liquorice root: (metric ton, cif) Chinese £85; Russian £90. Spray-dried powder £396, delivered. Block juice £431.50.

Menthol: (kg) Chinese spot £6.80; shipment £6.65, cif. Brazilian £4.75; Oct-Nov £4.80.

Nux vomica: Spot nominal; Nov-Dec £100 metric ton, cif.

Pepper: Sarawak black £385 ton spot; Sept-Oct £365 cif; white nominal spot, £470 cif.

Quillaia: £300 metric ton spot; £265, cif.

Seeds: (long ton) **Anise:** China star £175, spot; shipment £125, cif. **Caraway:** Dutch ex wharf £300. **Celery:** Indian £285; £230 cif. **Coriander:** Moroccan £77.50 cif. **Cumin:** Indian £230, cif. **Dill:** Indian £130, cif. **Fennel:** Indian £140, cif. Chinese £110 afloat. **Fenugreek:** Moroccan for shipment £62, cif. **Mustard:** from £63.20 spot.

Turmeric: Madras finger £170 ton; £145, cif.

Waxes: (ton) **Bees'** Dar-es-Salaam 710; Australian £660, both cif. **Candelilla:** £570 spot; cif nominal **Carnauba:** fatty-grey £410; £375, cif prime yellow £665 spot; £650, cif.

Essential oils

Almond: £430 metric ton, fob Spain.

Amber: Rectified spot £0.33 kg.

Anise: Chinese £1.49 kg spot; £1.38 cif.

Bay: Unquoted. Nominal value £6.60 kg.

Bergamot: £9.35-£11.55 kg as to grade.

Birch tar: Rectified £2.35 kg.

Citronella: Ceylon £0.90 kg spot; £0.85, cif.

Chinese £1.17 spot; £1.05, cif.

Clove: Madagascar leaf £1.16 kg in bond; £1.10, cif. English distilled bud £1.8.

Cod-liver: BP in 45-gal lots £31.50 naked.

Geranium: Bourbon £17.50 kg; Congo £16.50 kg, cif; Egyptian £17, cif.

Peppermint: (Per kg) Arvensis Chinese £2.35 spot; £2.33, cif. Brazilian £1.90 spot; Oct-Nov £1.80, cif. American piperata from £4.50 as to source.

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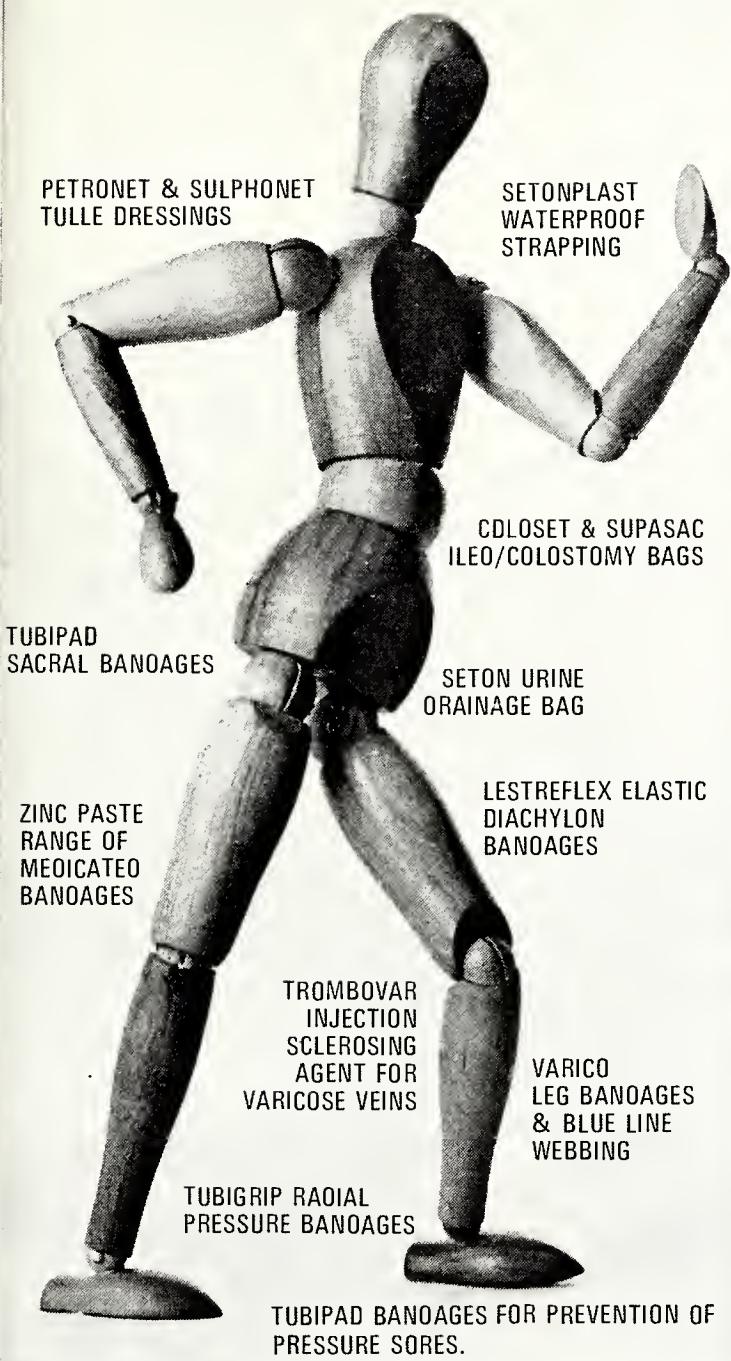
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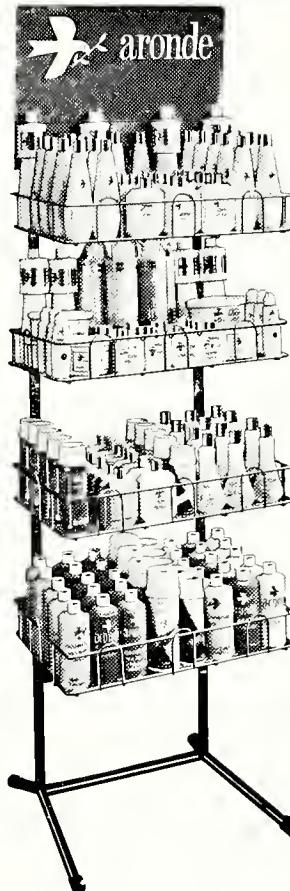
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aronde



For film-stars or housewives, Aronde beauty products are your most spectacular sales-booster! And hard on the heels of this fortune-making Aronde display, projecting our wide range of toiletry and cosmetics from the smallest space possible, comes news of our success-proved pouchette and holdall range!

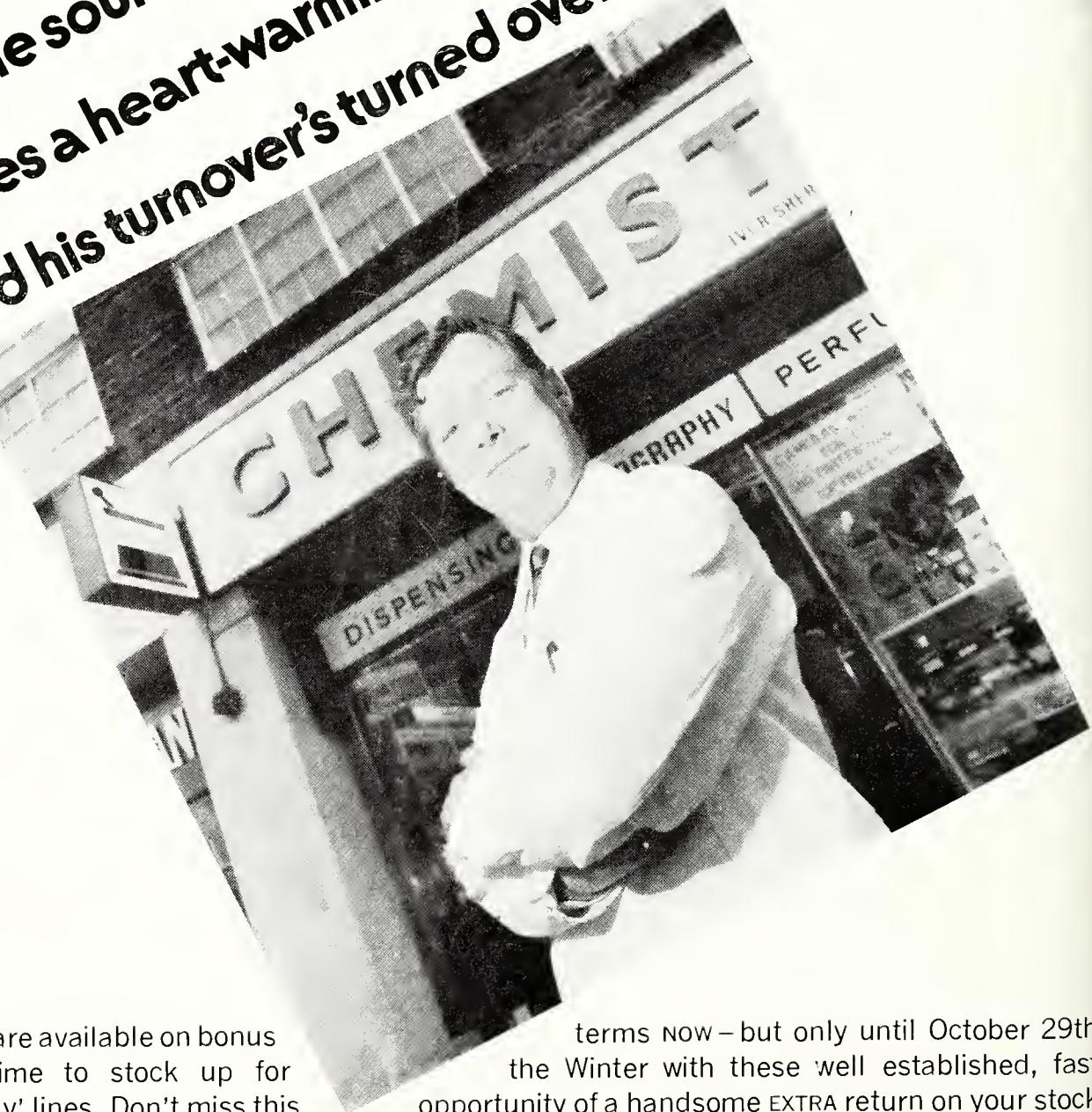
Already selling in more than fifty countries—these fast-selling lines can draw your richest audience . . . estimated at many gross of sales each year! Research proves ten million women buy a new pouchette once a year—and many buy twice or three times . . . so take advantage of this season's big-feature range and super-value price-reduced items.

SHOOT! If you want 50%* profit on cost or more, fill in this special advance coupon now—and shoot it off to us! Our representative will soon call to give you the facts about the Aronde big double-feature sales drive!

*excluding purchase tax.

*****	TO: ARONDE LABORATORIES LTD. SHERBOURNE AVENUE, BINSTEAD, RYDE ISLE OF WIGHT. TEL: RYDE 3761	*****
*****	Please help me stake a claim in the Aronde sales programme— without obligation!	*****
*****	Name	*****
*****	Address	*****
*****	CD 9/10/G	*****

Here is a chemist who took our advice
Bought Strepsils and Fenox at Bonus price
Now the sound of his till
Makes a heart-warming trill
And his turnover's turned over twice!



Strepsils and Fenox are available on bonus — so now is the time to stock up for selling, 'Chemist Only' lines. Don't miss this investment. Order from your usual wholesaler — there's no limit on quantity.

terms now — but only until October 29th the Winter with these well established, fast opportunity of a handsome EXTRA return on your stock

STREPSILS/FENOX BONUS ENDS OCTOBER 29